

the **American Perfumer**  
and **ESSENTIAL OIL REVIEW**  
**COSMETICS · SOAPS · FLAVORS**

JULY 1950

IN TWO SECTIONS  
SECTION I

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*The American Perfumer*

July, 1950 1

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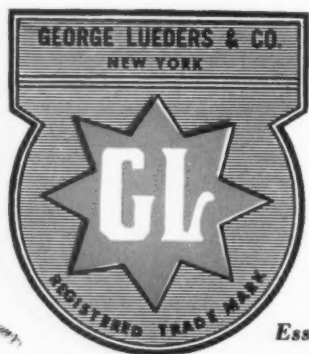
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Established 1906

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## Editorial Comment

### Likelihood of Cosmetic Excise Tax Relief Complicated by Korea

If the tax bill is passed by Congress and signed by the President before August 21, the cosmetic excise tax cuts will become effective September 1.

The House passed the tax bill containing provisions for increasing taxes on corporations to offset the loss of revenue from the excise taxes. In the sense that it met the President's requirement for offsetting revenues the House bill is veto proof. Now it is in the Senate where it is felt that it will meet with opposition because of the provisions increasing the taxes on the larger corporations.

To complicate the situation the Korean outbreak is bound to affect the thinking of the members of the Senate. In the light of the need for funds for military purposes it may prove to be difficult to endorse any bill which reduces revenue from any source.

At the present time there is doubt throughout the industry that the bill as sent to the Senate will be enacted into law.

### The Threat to the Free Enterprise System Pointed Out

Creative capitalism as it has been evolved in the United States differs from capitalism as it is practiced in other parts of the world. Here we have a diffusion of decision making, we make lavish use of machinery and there are strong incentives. Our system may not be perfect but under it 7 per cent of the people of the world produce nearly 50 per cent of the world's manufactured goods.

In 1949 the per capita income in the United States after taxes was over \$1300. In Western Europe it was \$375 and in many other parts of the world it was \$100. The average standard of living is higher than in any other part of the world. Yet we are in grave danger of losing this system as is ably pointed out by Ernest A. H. Briggs Jr. in an article "Stop the Trend Towards Socialism" elsewhere in this issue. It is a thought provoking article worthy of the attention of business men not only in our industry but in all industries.

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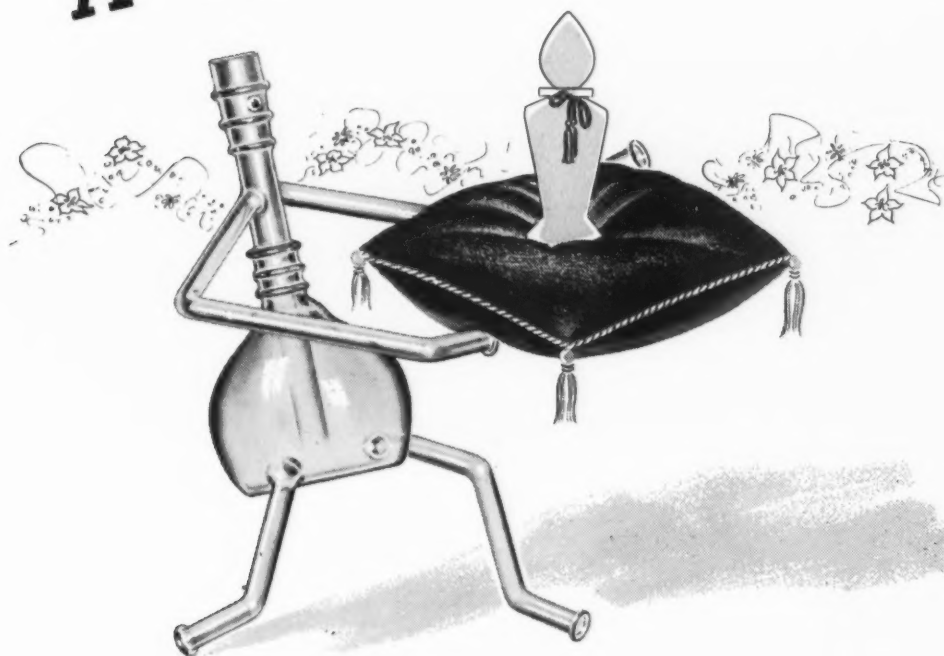
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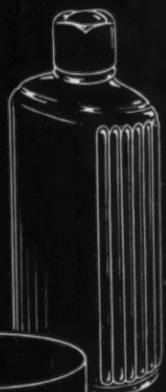
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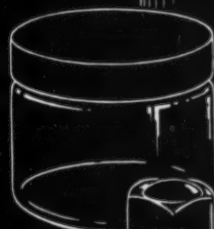
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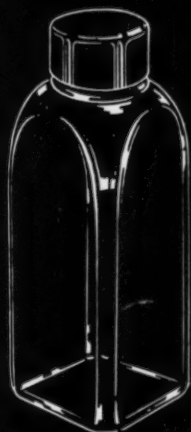
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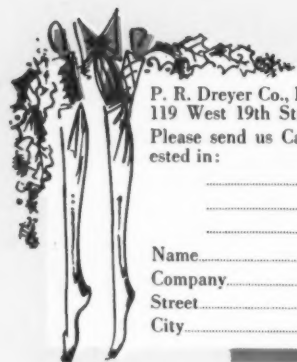
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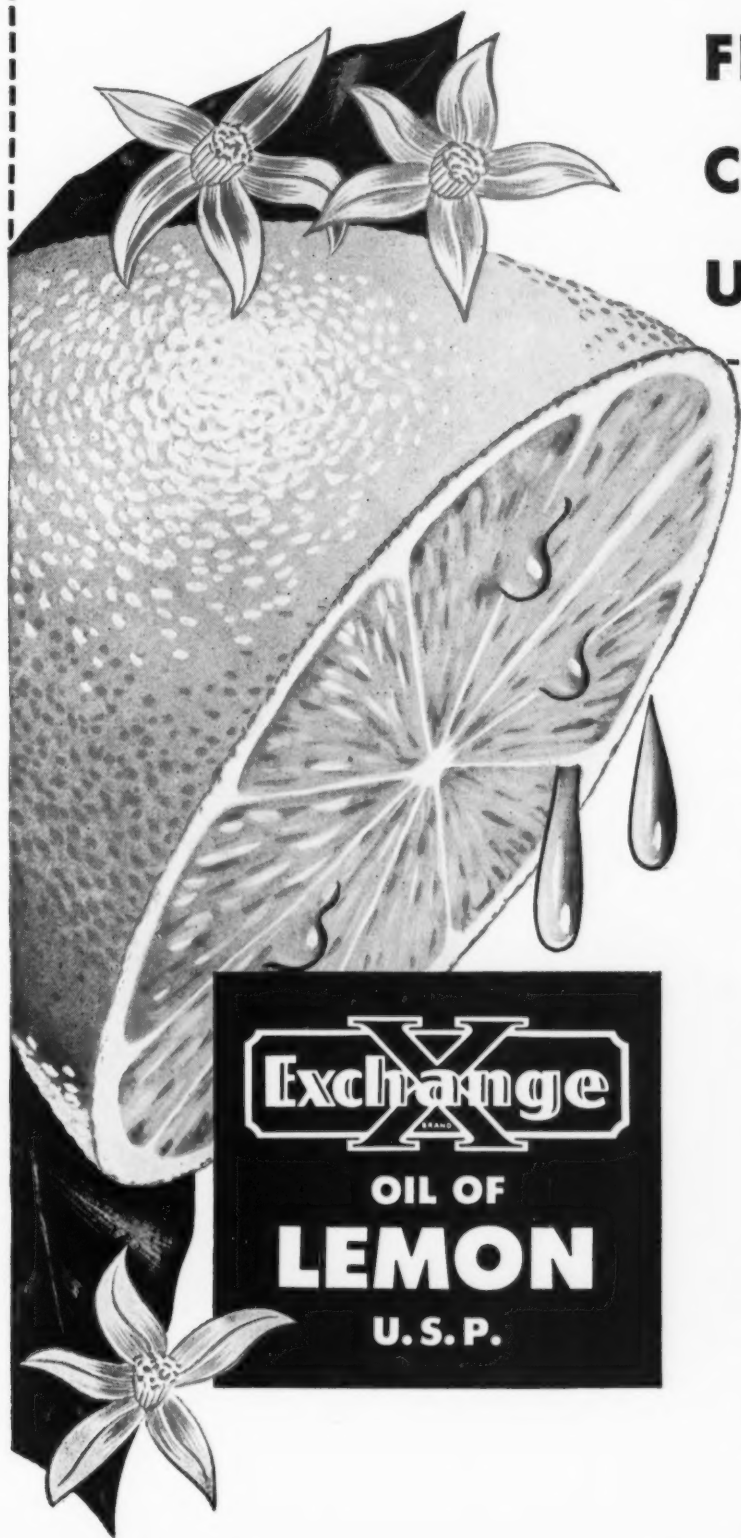
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# Desiderata

by MAISON G. DENAVARRE

## Glass Versus Plastic Bottles

Any time a new idea is brought into an industry, everyone tries to figure out of it is a trend or if it is some current novelty soon to die. Such is the case with the squeezable plastic bottles and regular plastic jars offered for cosmetics.

Suppose we attack the jar problem first. Although plastic jars are not very new to this industry, at this stage of testing, it appears doubtful if there is any inexpensive plastic jar which is completely impervious to the contents, such as a cosmetic cream, and which will not allow enough vapor to pass through its walls to render the product useless over extended periods of time. There are some exceptions to this; even so the cost of the container is completely out of proportion to glass, and as a result its general utility is accordingly limited.

Many companies have used acetate and polystyrene containers for rouge and eye make-up with apparent success. The cost, while high, has been easily enough absorbed in the selling price of the product. In most cases the containers are quite small, the only exception being cake make-up.

Plastic moulding companies are getting more reasonable about ~~mould costs; as a result this need~~ no longer be a deterrent.

When it comes to package beauty, it is my opinion that plastic wins out although glass is a very close second, now that special pastel baked-on colors are easily enough obtained. But when it comes to weight, plastic has a big advantage.

In the case of the squeezable bottle, the container is so high priced and comparatively speaking is lacking in appearance in the currently available shapes when one thinks in terms of *beautiful* cosmetic containers. Polyethylene,

reputably the sole component of the plastic composition involved, is supposed to be more impervious to moisture transmission than any plastic to date. Yet, data released by one of the largest glass companies comparing a polystyrene vial to a glass vial, both stoppered with a polyethylene cap, shows glass to be so far superior in restricting the transmission of water vapor, that if this were the only test required, one would say that plastic packages containing products made with water are doomed to failure. On the other hand, we know that quite a few products on the market contain water and are packaged in squeezable containers. Such high losses as described in the glass company's report have not been reported to date. In spray type bottles it is not always possible to retain bottle shape, nor can all the contents be removed from the bottle.

To sum it up, plastic containers of some types are outstanding in appearance, weight and utility. Much can be done with squeezable containers made of polyethylene to give them better appearance and styling to make them more readily useable as cosmetic containers. Costs are too high in all plastic containers, and glass appears to continue to be the best and cheapest all round container for cosmetic products at this time.

## Surfactants

The naming of wetting agents, synthetic detergents, surface active agents, dispersants, foaming agents and other related products has been so confusing that one of the suppliers of these materials has suggested the use of the word SURFACTANT. Surfactants are materials that reduce surface tension, increase surface area and concentrate in liquid at interface or surfaces. Their properties are various. The term is not going to be copyrighted



M. G. DeNavarre at work in his laboratory

or trademarked by the suggesting company, and it is hoped that it will be used by everyone throughout the world to cover this wide field of products. It should end the current mix up in usage and be a lot easier for everyone all the way round. I know it will be for anyone writing about these materials.

The company suggesting the name is to be congratulated for its altruism of purpose and generosity in fact. Accordingly, this column is going to adopt the word *Surfactant* to cover this wide range of materials when referring to them in a general way.

## No More Labels

Capable of printing in four colors in one operation directly onto metals or glass is a new so-called paperless labeler which would antiquate all current labeling machinery, if practical. The machine is said to have a speed of 60-120 units per minute. It is completely automatic. Caps from 28 mm. to 89 mm. and glass containers from 3 in. to 8½ in. high and from 2 in. to 4¼ in. wide can be accommodated. Some of the machines are said to be in use, and a few of the samples seen by the writer look promising.

## Quit at Sixty-Five

At the risk of being accused of following Frank Chilson into the field of philosophy I would just like to pass on a few words about forcing people to retire at age 65. Being almost 25 years away from 65 I am therefore not speaking for myself.

Industry continually looks for employees that have "Experience."

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A prospective employee without experience is at a tremendous disadvantage. All of us have come through this stage at one time or another. And so, as life goes on and we do acquire experience we soon discover that we have reached the age of 65, only to find that we are involuntarily being pushed into retirement. Having seen what this has done to my own father, I know how it must make other men feel at the same age.

People who have been able to be active until 65 will die mentally and physically if forced out of a job. And rich experience dies with them. The thing that was considered most valuable during their employment suddenly becomes useless. As a result, experience and skill are lost and we must start all over again with another man. Why can't we learn to use men beyond 65, perhaps easing their jobs and putting them on a part time basis or perhaps giving them other jobs

which they can do, but which will not require the physical effort and will still enable the employer to take advantage of all their knowledge and ability.

In fact, there is a lot of this that can apply to age 55 and should be used by a conscientious employer. I know that in our own organization we try to make the most use of our employees' experience and to keep them with us as long as they are willing and able to work.

#### New Lipid

Various types of "nourishing substances" have been offered to the cosmetic trade over the years but one of the most interesting has just been produced commercially. It is the extract of beef spinal cord left after the removal of the cholesterol. It contains spingomyelin, other phosphatids and cerebrosides. It is a yellow waxy solid melting around 100 C. It has 2.3 per cent of nitrogen and phosphorus.

## Questions and Answers

#### 814: BOTTLE SEALER

**Q.** We have a glass stoppered bottle which we have been using to dispense 4 drams of perfume. We have been sealing this bottle with paraffin, but this has proved unsatisfactory. The paraffin is too brittle and does not seem to be an airtight seal when it is placed on the neck of the bottle. We would prefer to use a wax sealer of some kind, one that we could manufacture ourselves and have been unable to find a formula of this kind. Could you tell us of a formula and the method of manufacture? Or on the other hand, perhaps you don't consider this the most effective way of sealing bottles of this type. All suggestions will be appreciated. We would also like to have you tell us the names of filling machines on a small scale and labeling outfits. Are filling machines set to deliver only so much material into the bottle or is the operator expected to judge the amount that is entering the bottle?

*F. M. C., Canada*

**A.** Replying to your special delivery letter, try the following type of wax mixtures which are known to have considerable adhesion: Formula #1. 25 per cent Rosin; 75 per cent

Beeswax. Formula #2. 35 per cent Rosin; 57 per cent Paraffin Wax; 5 per cent Candelilla Wax; 3 per cent Aluminum Stearate. Frankly, we don't consider this the most effective way of sealing perfume bottles. Why don't you try Dipoline Sealing Compound? The supplier's name goes to you under separate cover together with the names of makers of filling equipment that you need.

#### 815: HAIR PREPARATIONS

**Q.** It is with great gratitude and appreciation for your reply to my inquiry in regards to the manufacturing of cream shampoo. May I also ask the information in regards to the manufacturing of hair lacquer and cream rinse?

*E. P. W., New Mexico*

**A.** In reply to your letter, a formula for a cream rinse is as follows: A. 12½ per cent cationic compound and 1 per cent cetyl alcohol. B. Water to make 100 per cent. Heat A to 65°C. Add ½ of B at same temperature. Form emulsion. Dilute with balance of water at temperature of 50°C. The formula for hair lacquer consists of solubilizing some dewaxed shellac. Try the following suggestion: shellac (bleached, dewaxed) 3.5 lbs., ammonia (28%) 0.5

lbs., water 32.0 lbs. Add the ammonia and about one-half of the water to the fresh shellac and warm, with constant stirring, until solution is complete. Add the rest of the water. The solution should be clear. More ammonia should be added if it is not clear. Filter, if necessary, cool, and add to the cold polish. About 2 gallons of the shellac dispersion can be added for each 10 gallons of polish. Part of the ammonia may be replaced by borax to make a product that washes out readily.

#### 816: EGG SHAMPOO

**Q.** Do you have a modern formula of an egg shampoo using lanolin, or please advise where one may be obtained.

*P. K. W., Ohio*

**A.** A modern formula for an egg shampoo containing lanolin would be of the liquid cream type. Essentially it would consist of sodium fatty alcohol sulfate paste 45 parts, magnesium stearate 2 parts, 10 per cent polyvinyl alcohol solution 6 parts, lanolin 1 part, cetyl alcohol 2 parts, glyceryl monolaurate 2 parts, water and dehydrated egg to make 100 parts. In manufacture make a paste of the magnesium stearate with the wetting agent and disperse in the other ingredients. This product should contain at least ½ per cent dehydrated egg and this is best rehydrated with water before it is used.

#### 817: CREAM SHAMPOO

**Q.** I am very much interested in a cream shampoo formula similar to "Vita Fluff." I would also appreciate any information you would have regarding a cream rinse formula.

*C. Y., Del.*

**A.** We are mailing a reprint on cream shampoo. The following formula for a cream hair rinse will give you a very useful product: A. 12½ per cent cationic compound, 1 per cent cetyl alcohol. B. Water to make 100 per cent. Heat A to 65°C. Add 1/3 of B at same temperature. Form emulsion. Dilute with balance water at 50°C.

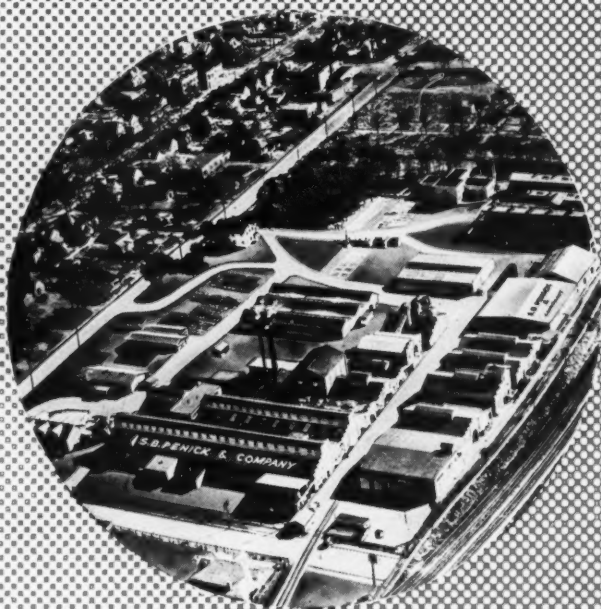
#### 818: SOLUBLE ACRYLATE GUM

**Q.** We have noticed an ingredient "solubilized acrylate gum" appearing in some cosmetic formulas recently, and we wonder if you would be so good as to furnish us with a source of supply for this material.

*G. M. H., New York*

**A.** The name of the supplier of the soluble acrylate gum goes to you under separate cover.

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# Vanillic Acid Esters in Cosmetics

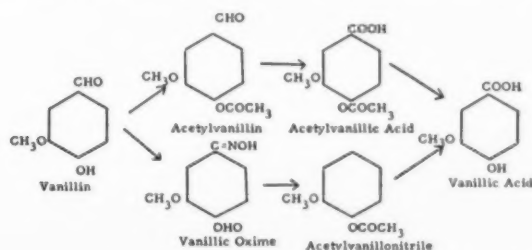
*Vanillates can replace benzoic acid as perservatives . . . New Methods of preparing vanillates make them less expensive . . . Ethyl vanillate absorbs burn-producing ultra-violet rays yet permits tanning*

IRWIN A. PEARL\*

ALTHOUGH vanillin has been in large-scale commercial production for more than a half a century, its derived acid, vanillic acid, has remained more or less of a laboratory curiosity because of the lack of a satisfactory process for the direct transformation of one to the other. Since Tiemann<sup>1</sup> in 1874 exposed vanillin to moist air and obtained traces of vanillic acid, many investigators have endeavored to oxidize vanillin directly to the acid but all attempts resulted in complete failure or in only small yields of vanillic acid. Sabalitschka and his co-workers<sup>2</sup>, in their classical studies on the effect, prepared vanillic acid by caustic fusion. These investigators obtained a mixture of vanillic acid and protocatechuic acid which they separated by laborious fractionation. Indirect methods for the preparation of vanillic acid from vanillin have been reported. Böseken and Greup<sup>3</sup> acetylated vanillin, oxidized the resulting

liquors for the production of organic chemicals which was initiated several years ago in the author's laboratory at The Institute of Paper Chemistry by The Sulphite Pulp Manufacturers' Research League, processes were found for the simple conversion of vanillin to vanillic acid in high yields.<sup>5</sup> In addition, new processes for the production of vanillic acid in relatively high yields by oxidation of sulfite waste liquor lignin were found.<sup>6</sup> Thus, after being known for almost 75 years, vanillic acid became a chemical available for commercial development.

Esters of vanillic acid and its derived acids have been prepared and their physical, chemical, and microbiological properties determined.<sup>7</sup> Early investigations suggesting the use of vanillic acid esters as food preservatives led to a comprehensive toxicity study on ethyl vanillate by the Kettering Laboratory of Applied Physiology of the University of Cincinnati Medical School. These studies indicated that ethyl vanillate is less toxic than the widely used preservative, sodium benzoate. On the basis of these tests, the Food and Drug Administration allowed its use up to 0.1% in army foodstuffs.<sup>8</sup> The various properties found for the esters of vanillic acid indicate their possible usefulness in the field of cosmetics. It is the purpose of the present paper to point out those areas of the cosmetics field in which these products might prove valuable.



acetylvanillin with peracetic acid, and hydrolyzed the acetylvanillic acid to vanillic acid in a low over-all yield. Raiford and Potter<sup>4</sup> obtained good yields by alkaline hydrolysis of acetylvanillonitrile which, in turn, was prepared by treatment of vanillin oxime with acetic anhydride.

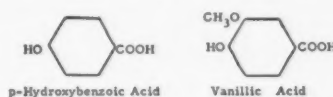
## New Ways of Making Vanillic Acid

Recently there has been a marked change in the status of vanillic acid. In the course of a comprehensive investigation of the use of lignin from waste pulping

\*Research Associate—The Institute of Paper Chemistry, Appleton, Wisconsin.

## Preservatives

Preservative properties should be expected from esters of vanillic acid because of their obvious structural similarity to the esters of *p*-hydroxybenzoic acid which



have received considerable attention as preservatives.<sup>9</sup> Furthermore, Sabalitschka and Tietz<sup>2</sup> reported that several esters of vanillic acid proved to be good inhibitors of the yeast fermentation of glucose.



TABLE I  
INHIBITING CONCENTRATIONS OF VANILLIC ACID ESTERS  
FOR THREE REPRESENTATIVE TEST ORGANISMS

Ester	Inhibiting Concentration in Percentage by Weight		
	<i>Aerobacter aerogenes</i>	<i>Bacillus mycoides</i>	<i>Aspergillus niger</i>
<i>p</i> -Hydroxybenzoic acid			
Methyl	0.15	0.21	0.15
Ethyl	0.15	0.15	0.09
Propyl	0.09	0.15	0.09
Butyl	0.09	0.03	0.09
Vanillic acid			
Methyl	0.21	0.21	0.21
Ethyl	0.21	0.15	0.09
Isopropyl	0.21	0.09	0.09
Propyl	0.21	0.09	0.09
Isobutyl	0.21	0.021	0.03
Butyl	0.21	0.015	0.09
sec-Butyl	0.21	0.09	0.09
tert-Butyl	0.21	0.09	0.09
Isoamyl	0.21	0.009	0.15
Amyl	0.21	0.009	0.15
sec-Butylcarbinyl	0.21	0.03	0.15
Diethylcarbinyl	0.21	0.015	0.09
Hexyl	0.21	0.003	0.21
Benzy1	0.21	0.015	0.21
Phenyl	0.21	0.03	0.15
Guaiacyl	0.21	0.03	0.21
2-Methoxyethyl	0.21	0.21	0.21
2-Ethoxyethyl	0.21	0.21	0.21
2-Butoxyethyl	0.09	0.03	0.09
2-(2-Ethylbutoxy)ethyl	0.21	0.003	0.21
2-Phenoxyethyl	0.21	0.21	0.21
2-Chloroethyl	0.21	0.21	0.21
2-Chloropropyl	0.09	0.03	0.09
3-Chloropropyl	0.09	0.09	0.09
2,3-Dichloropropyl	0.03	0.015	0.21
1-Chloromethyl-2-chloroethyl	0.09	0.009	0.21
2,2,2-Trichloro-1,1-dimethylethyl	0.21	0.009	0.21
2-Hydroxyethyl	0.21	0.21	0.21
2-Hydroxypropyl	0.21	0.21	0.21

Esters of vanillic acid and its derived acids were tested against three types of aerobic micro-organisms—namely, nonsporeforming and sporeforming bacteria and molds. In addition, several esters of *p*-hydroxybenzoic acid were tested as controls. The inhibiting concentrations of these esters to three representative micro-organisms are given in Table I. The inhibiting concentration is defined as the lowest concentration of the preservative which will completely inhibit the growth of the test organism. *Aerobacter aerogenes* was selected as a representative species of aerobic nonsporeforming bacteria. *Bacillus mycoides* was selected as a representative species of aerobic sporeforming heat-resistant bacteria. *Aspergillus niger* was chosen as a representative species of the fungi commonly designated as molds. The testing technique employed was that described by Appling and McCoy.<sup>10</sup> The test organisms were subjected separately to each of the esters, applied in concentrations ranging from 0.03 to 0.21% in 0.06% increments. If the inhibiting concentration was found to be lower than 0.03%, a range of concentrations from 0.003 to 0.03%, in increments of 0.006%, was tested. Thus, the inhibiting concentrations found in Table I are values which exceed the minimum by amounts depending upon the increments used in the testing procedure.

#### Fungicidal Ability Varies

A comparison of the laboratory data of Table I indicates that the toxicity of the vanillic acid esters to the aerobic nonsporeformer *Aerobacter aerogenes* is not as great as that of the corresponding esters of *p*-hydroxybenzoic acid. However, in the case of the sporeformer, *Bacillus mycoides*, and the mold, *Aspergillus niger*, the situation is reversed. The chlorohydrin esters were the

only ones that exhibited any marked toxicity toward *Aerobacter aerogenes*. This property was also characteristic of 2-butoxyethyl vanillate, but was not exhibited by trichloro-*tert*-butyl vanillate (2,2,2-trichloro-1,1-dimethylethyl vanillate). The glycol esters of vanillic acid did not display any toxicity toward these representative micro-organisms.

Whereas the toxicity of the lower alkyl esters of vanillic acid to *Bacillus mycoides* and *Aspergillus niger* increases with increasing molecular weight, there appears to be no correlation between molecular weight and toxicity for the higher esters. Position isomerism appears to play some role in the toxicity effect. It may be that the toxicity is further influenced by the solubility of the ester in the testing medium. In several cases, crystals of the preservative separated in the solidified agar, even at low concentrations. Solubilities of all these esters have not been determined.

It should be noted that certain esters are very specific in their toxicity. Thus, hexyl vanillate will inhibit *Bacillus mycoides* at a concentration as low as 0.003% by weight, but has no effect on either the mold or non-sporeformer at a concentration 70 times as great. Four lower alkyl esters have been tested much more drastically for their toxicity toward a number of fungi. Poured Petri plates containing the following percentage concentrations of esters were inoculated at room temperature with a uniform (7 mm. diameter) circular piece of test organism inoculum and incubated at 26° C. for 14 days: 0.005, 0.01, 0.05, 0.1, 0.3, 0.5, 1.0, 3.0, and 5.0. At the end of the incubation period on those plates showing no growth, the original piece of inoculum was transferred to a malt agar slant. If growth occurred on the malt agar slant, the organism was only inhibited; however, if no growth occurred, the organism was killed. These slants were incubated at 26° C. for 14 days. Results of this study are given in Table II.

TABLE II  
TOXICITY OF VANILLIC ACID ESTERS TO FUNGI

Organism	Concentration in Percentage by Weight							
	Ethyl Vanillate		Propyl Vanillate		Isobutyl Vanillate		Isoamyl Vanillate	
	Inhibiting	Killing	Inhibiting	Killing	Inhibiting	Killing	Inhibiting	Killing
<i>Aspergillus niger</i>	0.1	0.3	0.1	3.0	0.5		1.0	
<i>Aspergillus ustus</i>	0.3	0.3	0.1	3.0	0.5		1.0	
<i>Penicillium digitatum</i>	0.3	0.3	0.3	3.0	0.5		1.0	
<i>Penicillium glaucum</i>	0.3	0.3	0.1	3.0	0.5		1.0	
<i>Trichoderma</i> species	0.1	0.3	0.05	3.0	0.5	0.5	1.0	
<i>Metarrhizium glutinosum</i>	0.1	0.1	0.05	0.1	0.05	0.5	1.0	
<i>Chaetomium globosum</i>	0.1	0.5	0.05	3.0	0.05	0.05	1.0	
<i>Alternaria tenuis</i>	0.1	0.1	0.05	0.05	0.05	0.05	1.0	

These data indicate that, for most of these organisms, the inhibiting and killing concentrations of ethyl vanillate are essentially the same, but in the cases of the other esters, they are of a different order of magnitude.

#### Solubility Characteristics

The lower alkyl esters of vanillic acid are colorless, low melting crystalline solids. They are very slightly soluble in water but are soluble in oils, fats, alcohols,



and most organic solvents. In addition, they are soluble in dilute alkaline solution. These esters may be incorporated into cosmetic mixtures or solutions by dissolving first in ethanol, propylene glycol, etc., or dilute sodium hydroxide solution, and adding the concentrate thus prepared in the amount necessary to give the desired concentration in the finished product. The exact amount of preservative needed for any particular product should be ascertained by experiment. However, we have found that concentration in the range of 0.1 to 0.2% (on the basis of the finished product) is usually sufficient. Mixtures of esters have proven useful in some cases where a particular type of microflora prevails. It should be noted that the esters of vanillic acid are phenolic in character. As phenols they form sodium salts in alkaline solutions of pH greater than 9-10. At pH's lower than 9-10 they exist as free esters and it is only under such conditions that they exhibit marked toxicity toward micro-organisms.

At this point it might be well to note that Bradshaw<sup>11</sup> reported in a patent that esters of vanillic acid were valuable as antioxidants for preventing rancidity in animal and vegetable fats and oils. The author has been unable to confirm this finding insofar as oxidative rancidity is concerned. However, in cases where the rancidity is due to micro-organism growth, the vanillic acid esters are effective.

#### Vanillates as Sunscreens

The ultraviolet absorption spectra of vanillic acid and its esters have been determined.<sup>10</sup> The spectrum of ethyl vanillate is reproduced in Figure 1 and the spectral data for several other esters are given in Table III. The data of Figure 1 and Table III were obtained with a Beckman spectrophotometer on solutions of the esters of approximately 0.02 gram per liter in purified dioxane in cells 1.00 cm. in length. The specific extinction was calculated at each wavelength from the equation:

$$k = 1/cl \log_{10} I_0/I$$

where  $\log_{10} I_0/I$  = optical density or extinction read directly from the instrument,  $c$  = concentration of

#### ULTRAVIOLET ABSORPTION CURVE

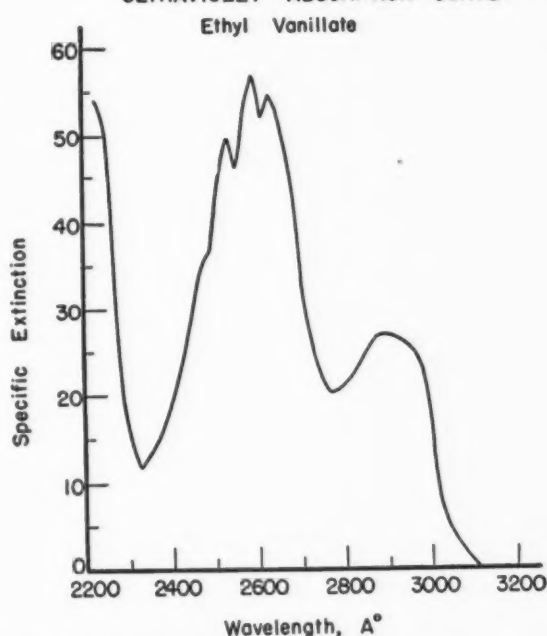


Figure 1. Ultraviolet adsorption curve for ethyl vanillate.

solute in grams per liter,  $l$  = length of light part in cm., and  $k$  = specific extinction coefficient.

All esters of vanillic acid have essentially the same ultraviolet absorption spectra except for the actual extinction values at each wavelength.

A spectral transmission curve for ethyl vanillate is given in Figure 2. This curve gives the transmission in percentage of incident light for a solution containing 0.194 gram per liter of ethyl vanillate in a cell 1.0 cm. in length. One centimeter of this concentration is equivalent to a film of the pure ester approximately 0.002 mm. in length.

#### Causes of Sunburn

It is a well-established fact that sunburn results from exposure to natural sunlight when the ultraviolet energy in the spectral range is approximately 2900-3200 Å. and more particularly 2967 Å. It is not purely a hot weather phenomenon, but may occur in winter at high elevations in bright sun, since the snow and ice will reflect the burning rays as intensely as water and sand. Furthermore, sunburn is more likely to occur at high altitudes because of the greater intensity of short-wave ultraviolet radiations. The erythema, or reddening of the skin, produced by the sun's rays is especially pronounced at the mountains and the seashore because the normal spectral composition of light is disturbed, and actinic rays predominate over heat rays. Actinic rays facilitate the absorption of the irritating substances produced by the influence of light. Hausser and Vahle<sup>12</sup> determined the relative degrees of erythema produced by the various mercury arc lines. They found a maximum sensitivity at 2970 Å., the effect beginning at 3130 Å. Wavelengths in the longer ultraviolet and in the visible had no effect. Wavelengths ranging from 3200 to 3650 Å. will tan without burning. Other investigators have confirmed these findings.<sup>13</sup> A complete discussion of this subject matter may be found elsewhere.<sup>14</sup>

TABLE III  
ULTRAVIOLET ABSORPTION SPECTRA  
OF SEVERAL ESTERS OF VANILLIC ACID

Ester	Specific Extinction		
	Maximum * 2900 Å.	Minimum 2775 Å.	Maximum 2590 Å.
Ethyl	26.9	20.2	56.7
2-Ethylbutyl	22.4	16.8	45.4
Guaiacyl	29.4	27.4	47.0
2-Chloroethyl	25.0	19.7	39.4
2-Chloropropyl	24.1	18.6	45.5
3-Chloropropyl	23.4	18.1	42.2
2-Hydroxyethyl	30.4	24.4	58.0
2-Hydroxypropyl	24.4	18.0	45.3
2-Methoxyethyl	25.0	18.8	49.3
2-Butoxyethyl	21.1	16.0	42.7
Divanilloylethylene glycol	31.3	24.3	58.7

\* The actual value of the maximum and minimum wavelength for each ester varies a little.

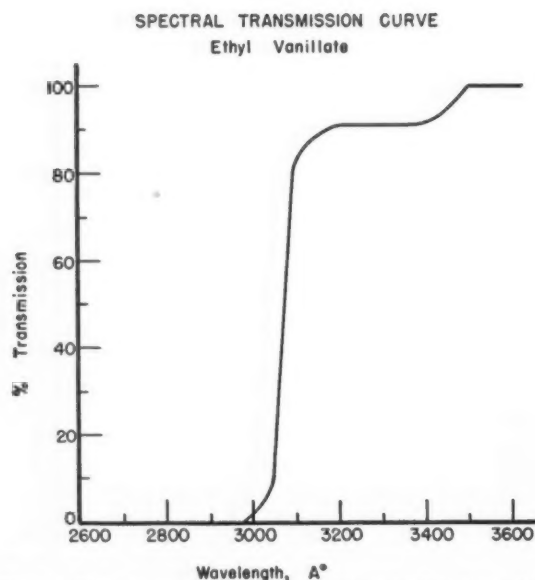


Figure 2. Special transmission curve for ethyl vanillate (for solution containing 0.194 grams per liter of ethyl vanillate in a cell 1.0 cm. in length.)

Compositions which filter out the burning radiations and still permit tanning are of the type particularly desired for use in sunburn preparations. The ultraviolet absorption curves for vanillic acid esters indicate that these compounds will permit ultraviolet radiations longer than 3100 Å. to pass, but will filter those radiations in the skin-burning range. In fact, the first absorption maximum for these esters is at the wavelength which has been found to cause the most burning. Therefore, it is apparent that the vanillates should make excellent sunburn preventatives because, in addition to their ultraviolet-screening ability, they are nontoxic and are compatible with most sunburn preparation materials.

Ultraviolet absorption data ordinarily supplied by manufacturers or distributors of sunscreen materials are usually in the form of the spectral transmission curve of Figure 2. These data are somewhat misleading because a small change in cell length or concentration will produce an entirely different type of curve and will tell a much different story concerning the effectiveness of the material as a sunscreen. These difficulties are obviated by use of a specific extinction curve as in Figure 1. This curve is independent of concentration or length of cell employed in the measurements. In addition, this type of curve, together with the formula defining the specific extinction, enables one to calculate the percentage of sunscreen material necessary to be incorporated into a preparation so that a film of the preparation of a given thickness will decrease the intensity of the transmitted light of any particular wavelength a desired amount. This calculation is best illustrated by an example.

It is desired to determine how much ethyl vanillate should be added to a sunburn cream so that a film 0.002 inch thick will transmit only 1% of incident light of wavelength 2970 Å.

$$I_0/I = 100/1 \quad \text{or} \quad \log_{10} I_0/I = 2$$

$$l = 0.002 \text{ inch or } 0.005 \text{ cm.}$$

From the absorption curve of ethyl vanillate (Figure 1) at 2970 Å.,  
 $k = 24.5$

1) at 2970 Å.,  $k = 24.5$

Substituting in the specific extinction equation

$$24.5 = [1/0.005c] \cdot 2$$

Transposing,  $c = 2/[24.5 \times 0.005] = 16.3$  parts per thousand

or 1.63%.

Therefore, for a wavelength of 2970 Å., it is necessary to add only 1.63% of ethyl vanillate to a film of sunburn cream 0.02 inch thick to prevent the transmittance of more than 1% of the incident light.

The specific extinction curve for ethyl vanillate remains essentially constant after exposure to radiation from a "daylight" carbon arc equivalent to four hours of June noonday sun. This fact indicates that sunscreens containing ethyl vanillate as the active agent should retain their activity even after continued exposure to the sun.

### Use of Sunscreens in Packaging

Sunscreens may have one other important use in the field of cosmetics in addition to their sunburn prevention applications. They are indicated for use in transparent sheets or films employed in wrapping or otherwise packaging organic products and even as protectives for the wrapping material itself. The vanillic acid esters are compatible with film-forming compositions of most types, and their physical properties make them admirably suitable as plasticizers for products subject to embrittlement, including films as well as detached sheets.

Cellulose and its derivatives are subject to marked deterioration by ultraviolet radiations. Hirschkind, Pye, and Thompson<sup>15</sup> and Montana<sup>16</sup> have demonstrated that only ultraviolet rays shorter than 3000 Å. degrade cellulose. The short ultraviolet rays have been found to degrade films and sheets of cellulose esters and other derivatives, as well as the parent cellulose. Thus, the peculiar ultraviolet absorbing characteristics of vanillic acid esters suggest their use for protecting films used for packaging cosmetic materials.

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# Must Promotions Be Stereotyped?

*Too many price promotions . . . Regular merchandise should not be cut-priced . . . Cosmetic business not seasonal . . . Why mark-downs are not consistent with good merchandising . . . More tie-ins with stores needed*

JILL JESSEE\*



ARE "price promotions" the only kind our industry can conjure up? Where is our imagination? Why must we be fettered by the monomania that people just won't buy unless it's a bargain? It's we who have made women so bargain-conscious when buying their cosmetics that they consider the "regular price" a gyp. Stores, too, have gone with the tide started by the manufacturers and keep it in motion by hounding them for more and more cut-priced merchandise and bigger and better bargains to keep traffic moving in their department.

## Few Excuses for Mark-downs

Perhaps there is an occasional excuse for a cosmetic sale just as there is for other types of merchandise. If a manufacturer is planning to bring out a new and improved formula of a product and wishes to clear his own inventory and that of his accounts before putting it on the market, it is worth it to everyone concerned to reduce the price of the current item to make way for its successor. If a package has become outmoded and the manufacturer wishes to restyle it to stimulate greater sales, the old package might go at a sacrifice rather than to have the cost-and-time burden of calling it in for replacement. If a line is going out of business, the manufacturer is naturally anxious to dispose of what's on the market at a lower profit to clean up his books. But there is no valid excuse for cut pricing regular and continuing merchandise even for a limited time to give business a temporary spurt and to defy competition.

## Cosmetics Not Seasonal

There is one advantage that the cosmetic business has over the fashion business: with very few exceptions, our merchandise is not handicapped by being seasonal or quickly out-of-style. Seasonal merchandise is limited to special holiday packages, sunburn preparations, and the extra-cooling summer colognes. And more and more manufacturers now have the wits to design packages not too characteristic of Christmas, Easter, Valentine's Day, etc., so that this is becoming less of a problem. Decorative but inexpensive sleeves that can be re-

moved after the holiday in question, or special gift-wraps, or designs that are acceptable year-round are becoming standard practice. And sunburn preparations and the so-called summer colognes are even in demand in the winter for those going south. Hand lotion and cream, once considered cold weather items, are actually used by most women every day of the year. One survey tells us that about 80 per cent of the women who use them, use them constantly. And even though we "promote" certain shades of make-up for a new season, actually all shades sell almost all of the time. Similarly, light and floral perfumes and colognes are "promotable" in the spring and summer; and heavier, headier fragrances lend themselves to crisper weather—but, again, none of them actually go out of season. Changes in cosmetic styling are slow, too; therefore, items and packages are seldom obsolete. All the more reason then that mark-downs are inconsistent with cosmetic merchandising. All the more reason why we should make every attempt to discover other means for promoting



"We've had an introductory offer, a combination offer and a half-price sale. Let's try selling it at list price for a change."

\* Consultant. Formerly promotion expert for 21 years for Lenthéric, Inc.



our sales—not spasmodically, but slowly and steadily.

The simplest avenue of all starts right at our doorstep. Go direct from the cosmetic department to almost any other department in a store and you will find some relationship between the two. Yet we don't wake up stores sufficiently to these tie-in opportunities and to including cosmetics and perfumes in many of their merchandising events.

#### Cosmetic Tie-ins Neglected

Should a store hold a bridal promotion, for instance, and entirely overlook the wonderful possibilities of making cosmetics and perfumes an integral part of the occasion? Should a store feature beachwear without including sunburn preparations, soothing lotions, and colognes? Should a store run fur sales without putting suitable perfumes in the windows? Should a store run a color promotion without tying in make-up? Should a store talk about accessories without including those very important accessories which we have to offer? And what about linen promotions that neglect sachets? What about bath accessories that forget the fragrance accessories? What about men's furnishings sans men's toilet preparations? Etc. Etc. Instead, we suggest that stores cut the price of our merchandise.

#### Cooperation with Stores

In addition to these at-hand possibilities, it is all to our credit to develop more spectacular promotions that are exclusively our own ideas. But these are necessarily the occasional thing. It's the day-after-day collaboration with stores to keep them constantly aware of us that insures our success. Not to be overlooked in this collaboration are stores' fashion shows which can be a very important medium. But it takes more than the lavish distribution of samples to "put our point over." It's necessary to "work with" the commentator and to tell her how to key a show to make-up or fragrance. It's very sensible to prepare skeleton scripts with cue sentences that will work in cosmetic mentions naturally and gracefully.

Naturally, each company must work out its own best promotional possibilities and must individualize its efforts. But let's all join in forgetting that unhappy day when that vital and tingling word, "promotion," became synonymous with "specials" and "mark-downs." Let's look at the word with a fresh eye and give it back its old-time meaning of creating extra sales by arousing that irresistible urge to buy—not because our product is cheaper but because it's desirable!

#### Tabu: It Smells Like Money

THE headiest brew put together in the dark of the moon by Dana Perfumes, Inc., of Chicago is the maddening perfume of its income account. As with all fragrances the exact formula for this attar of black ink remains secret, but certain of its essential oils are recognizable even at a sniff. Dana has no labor union, no labor troubles, practically no labor. A two-ounce bottle of one of Dana's five perfumes costs the customer \$32.50 plus tax; the retailer, \$19.50; the manufacturer, less than \$5.00. Dana's administrative, advertising, and selling setup consists of four executives, fifteen salesmen, a scattering of demonstrators. Of the

\$4-million receipts for 1949, about 14 per cent was carried to profit.

Dana makes its eating money from Tabu, which was almost an instant success when introduced about ten years ago. Dana's sales for 1941 were \$217,000; in 1946 they reached a high of \$5,200,000. Even though Dana introduced new products as it went along, Tabu products in 1949 accounted for 68.6 per cent of Dana's net sales.

Tabu is the invention of a Castilian named Javier Serra, who abandoned the legal profession during the 1930's in favor of messing about with the exotic materials of the perfumer's trade. World War II drove him out of business in Europe in 1940, but when he arrived in the U.S. he had his formulas in his pocket.

In New York he contacted J. L. Younghusband who owned the conflicting U.S. trademark, Taboo. In return for an 11 per cent royalty on net sales, Serra licensed Younghusband to handle all Dana products in the U.S. until 1960. Serra agreed to supply him with the secret extracts at cost plus 10 per cent.

In promoting Tabu, Younghusband and his advertising man, Norman Phelps, discarded most of the orthodox methods of high-priced perfume merchandising. The advertising underlined Tabu's implication with the subtitle "the 'forbidden' fragrance" and warned women to "stay away from Tabu unless you can accept its challenge." Tabu's advertising had enormous impact. Although most perfume is bought by men, 60 per cent of Tabu's sales were made during the first nine months of the year, when men don't buy.

Dana's offering for 1949 was a new Serra fragrance called Voodoo, which was unleashed just before Christmas at \$40 an ounce. The advertising copy reveals the promotional line by which Younghusband and Phelps hope to put Tabu in the shade. Among other things, this copy says that Voodoo "activates the emotions"; that it contains "newly discovered essences never used in perfume before." Anyone not old enough to know better might infer that Mr. Serra has cooked up an actual aphrodisiac.

If Voodoo goes over, as it very well may, it will be because women like its fragrance, and not because of any lurid promotion. Smart promotion will hurry a perfume's success; intelligent selling and distribution will keep that success alive. But what really pays off, and keeps a man like Younghusband in clover, is a top-grade smell.—Abstracted from *Fortune*

#### Chance for Business Success

RICHARD NEILSON HARRIS, originator of Toni, not only put waves on millions of feminine heads, but also put a sizable crimp in the story that opportunities for business success don't exist any more.

In 1944, 29 years old and part owner of a beauty shop supply houses, Neilson Harris saw the tremendous possibilities of a kit that would enable a woman to give herself a permanent wave in her own home. Others had tried it without much success. But within four years Neilson's brain child—The Toni Co.—grown into robust manhood, was sold to the Gillette Safety Razor Co. for \$20,000,000. Nowhere is there more impressive proof that a man with a good idea can, in America, still make a fortune for himself.—*Phoenix Flame*.



# Perfumes for Battling Diseases

*Historical use of perfumes in sickrooms and in*

*smelling salts . . . Origin of the pomander ball*

*. . . Uses of perfumes in respiratory ailments*

WALTER SCHWEISHEIMER, M.D.

**I**N former times women used to have fainting spells much more frequently than today. Any kind of excitement, any unexpected news resulted in them sinking unconscious to the ground. No wonder then that perfumes and smelling salts were needed in large quantities to bring them back to life. Gretchen in Goethe's "Faust" when she hears the reproachful voice of conscience, faints away with the period-born words: "Neighbor! Your smelling bottle!"

Those bottles contained some sharp smelling, stimulating salts, consisting mostly of carbonate of ammonia together with some oil of lavender or flavored with another perfume. They were popular with men too. The gas arising from ammonium carbonate was inhaled in cases of fainting or collapse, its pungent vapors stimulated heart and breathing. Today fainting spells are not so common any more among women because of their more hygienic way of living; also because of the decrease of chlorosis, but sensitive people still like to have perfume and eau-de-Cologne around for safety's sake particularly when travelling.

## The Doctor's Walking Stick

In times when no real antiseptics were available, doctors advised continually smelling perfumes or aromatic herbs in times of epidemics and in places where sick people were gathering. Herbs were strewn on the floors of private sick rooms (a mixture of hyssop, lavender, basil, tansy, balm, the mints). They were stirred and beaten so that a wholesome fragrance drifted out into the air. In those times doctors used to walk around with a walking stick. One of its uses was to protect the doctor against miasms and odors of infectious diseases by the perfumed sponges or the vinaigrettes which were concealed in the silver knob of the stick.

Leyel says, rightly, that the refreshing and invigorating character of these vinegars is due to the acetic acid, which dissolves the aromatic substances and forms a perfume with a more refreshing after odor than the ordinary toilet water which is made with alcohol. (There is the frequent observation in our times that people who have to work in vinegar factories or else with weak acids, catch less colds and infectious diseases of the respiratory organs than the average person.) Sometimes in the silver knobs which the doctor held to his nose at the bedside of a patient with a contagious disease, were hidden crushed fragrant herbs.

Most popular for a long time was the pomander,—an English word which comes from the French "pomme d'ambre," apple or ball of amber. It was formed like an apple and one of its ingredients was ambergris. The name was used for both the ball and the elaborated receptacle for the ball. The pomander, on the average, had the size of a nutmeg and was made of perfumes and fragrant fixatives. It was first described by Pliny. The scents used for it in Pliny's day, according to Leyel, were cinnamon, cassia, calamus, cardamom, balm, marjoram, myrrh, saffron, costus and storax, wild vine and betel nut. They were pounded and made into a paste with wine and honey, and then enclosed in a gold or silver case studded with jewels and pierced with holes to emit the scent. Later, the receptacles became real works of art. The pomanders were often hung from silver chains about the neck or from the girdle. They enveloped the wearer in an aura of perfume, and enabled him to inhale protecting perfume scents when danger of infection was present.

Pomander balls included ingredients also for sleep-producing effects. Here is the recipe for the pomander of insomnia by a Sixteenth-century doctor Mathias, mentioned by Bacon:

### *"A Sleeping Apple"*

"An apple to make one sleep is made of all these: Opium, mandrake, juyce of hemlock, henbane seed, wine lees, to which must be added musk that by the scent it may provoke him that smells unto it. Make a ball as big as a man may grasp in his hand; by often smelling to this it will cause him to shut his eyes and fall asleep."

In our time, in hops countries, pillows are filled with hops to induce sleep. Cleopatra, for the same purpose, had her mattress filled with rose petals. So-called refreshing pillows are filled with lavender or southernwood, rosemary and marjoram. The "Book of Simples" (1650) mentions "an excellent water for the head and for sleep" which contains roses and several spices; it was used by anointing the temples and nostrils.

## Perfumes in Sick Rooms

Spraying perfume is an excellent method of improving the air within a sickroom where one or several patients are suffering from chronic conditions of the bladder or the bowels, or from bed-sores, or from a badly smelling skin disease. Pliny already had recommended hanging

pennyroyal in bed rooms because he considered it valuable for the health of the inmates. During the period of the Black Death, the Plague, in Europe, odoriferous candles were used in the sick rooms. They contained red roses, cloves, storax, labdanum, frankincense, citron peel, juniper berries, musk, ambergris etc.; the mixture was formed into candles with gumdragant which had been dissolved in rose water.

No airing nor ventilation may be sufficient to remove bad odors from the room, and consequently perfumes are a valuable help and relief, welcome to both the patient and the nursing person.

### Cooling Effect

A spirituous preparation containing oil of rosemary and other essential oils, eau-de-Cologne, may prove useful in nursing. It is added to the water used for washing or sponging the face, the hands and other parts of the bed-ridden patient. Patients like its cooling and refreshing effect. A diluted solution of the perfume preparation makes an evaporating solution out of which one or two layers of gauze are wrung and applied to the forehead, or inflamed joint or bruised part, whenever the sensation of cooling is required.

We are told by Clarkson that the English nurses of Tudor times put the bruised fresh leaves of bergamot, mint and lavender on the brows of their patients. For nervous headaches, the nurses would give herbal snuffs of basil alone, or a combination of rosemary, betony, marjoram and lavender. Now eucalyptol, a powerful antiseptic, has been discovered to be present in sage, rosemary and lavender.

### Perfume for Care of the Skin

Care of the skin can rarely do without any perfume, be it a lotion or a soap, cream, paste or whatever preparation seems most effective. Cleansing effects and stimulation of the blood vessels in the skin are the main points in this care, but addition of perfume makes the method a pleasant one and guarantees its continuance. Perfumed soaps are in everybody's hand today, well to the advantage of the general health.

This was not always so and we may remember Thackeray's word in "Pendennis" where somebody makes the caustic comment: "Gentlemen, there can be but little doubt that your ancestors were the Great Unwashed." Things have certainly changed, to the better.

Queen Elizabeth, in the sixteenth century, took only one bath a month but the longing for scented baths was great. That was probably the reason why Mary Queen of Scots bathed in wine, which made the Earl of Shrewsbury, in whose care she was while imprisoned in England, more than once petition for additional sums of money to defray the expenses of her strongly aromatic bath. Also in France of Louis XV, "la cour parfum" in Versailles used more perfume than cleaning agents. Earlier, Cardinal Richelieu, prime minister during the reign of Louis XIII, had his rooms sprayed with perfume daily. Special sweet powders were spread over the rooms by means of a perfume bellows.

### Soothing Influence of Perfumes

The pleasant scent of firs and pines in the warm rays of the sun produces a curative effect on the respiratory organs, it cures inflammations and catarrhs of bronchi and

lungs. We try to use this fragrance for other medical purposes. Pine-scented baths give the feel of relaxation and carefree luxury, and they are soothing for irritated nerves and effective against after-work fatigue. Formerly fresh boughs of pines and firs were used for the bath, later extracted oils of pine etc., and artificially produced chemical compounds.

The flavor of the scented bath has a soothing effect on many people. Other suitable perfumes for bath salts are oils of citronella, lemongrass, lavender, rosemary, etc. Bath oils and essences, according to Bushby, are frequently made with a basis of sulphonated castor or olive oil. These act, without influencing the flavor, as emulsifying agents when mixed with water and so prevent the oily rim which otherwise tends to form round the bath when no such agent is used.

### Used for Nose Infections

Perfumes such as lavender water, are able to help overcome a beginning irritation in nose, throat and larynx, in the case of a cold just starting. Leye mentions an 18th-century perfumer, Charles Lilly, who made an orange-flower water which seemed to him to "have in it the right spirit of brains." It was extracted according to the manner used in Gresham College. "It cures or supplies all pauses and hesitations in speech and creates a general alacrity of the spirit."

Perfumed mouthwash is helpful to render the unpleasant condition of bad breath inoffensive, even though the actual cause may not have been removed. This was well known to Nero, Emperor of Rome in the first century who invited his friends to lavish meals but insisted that they used perfumed mouthwashes before coming to the table.

There is hardly any difference in medical efficiency between natural perfumes and chemically built perfumes. Chemists were successful in analyzing and synthesizing quite a few of the substances the combination of which is so characteristic of odors of flowers. Many more shades and hues of perfumes are available in consequence of this development. Before the days of modern chemistry, there were only about 200 odors and flavors available to the perfumer. This number has increased to well over a thousand since inventive chemists have created a whole new gamut of odors that do not exist in nature.

## Cosmetic Excise Tax Collections

Tax collections for the period ending May, 1950 are:

	1950	1949	1948
January	\$ 9,836,052	\$ 9,648,063	\$10,371,512
February	11,654,681	12,984,776	12,290,714
March	6,811,063	6,796,181	6,927,991
April	6,985,099	6,913,884	6,927,991
May	8,316,993	6,983,445	6,660,851
June		7,625,450	7,283,509
July		6,776,881	7,332,070
August		7,807,221	7,506,518
September		6,859,446	6,890,757
October		6,760,409	6,335,804
November		7,738,779	6,872,541
December		7,312,007	8,079,746

# Stop the Trend Towards Socialism

*Two Years at the Most left to Business to Preserve Our Liberties under the Free Enterprise System—What Must be Done and How It May be Done by Big and Small Business Men*

E. A. H. BRIGGS Jr.\*



I AM afraid that we have all been either asleep or else exceedingly complacent in regards to a most serious problem that concerns every manufacturer, large and small, in America today. I am talking about the growing menace, the very real possibility, of Socialism in America.

Several weeks ago Leland I. Doan, president of the Dow Chemical Co., talked to the Midland, Mich. Chamber of Commerce. He made a comparison of Britain's slide into Socialism with the present trends in our country, a comparison that I hope you have read or will read in such a book as "The Road Ahead" by John T. Flynn.

After looking over recent and proposed legislation Mr. Doan was able to sum up his sentiments in a good, honest American word. Mr. Doan said he was "scared." He added, "I don't like to say 'scare' . . . but I'm afraid 'disturb' would be quite an understatement."

Let me assure you right now, in case you do not know him, that Mr. Doan is just as courageous and generally optimistic as any successful leader in American industry. And he is not easily "scared," intimidated or even disturbed.

## We Need to be Realists

It is not my purpose to play the role of alarmist. If you will read Mr. Flynn's book or any of the current speeches being made by many leaders of industry on this subject, it should not take you very long to develop some genuine concern if you haven't already done so. In fact, I don't think any of us should be alarmists. We need be only realists.

Let us take a look at some of the most apparent things that are happening and see if we can find both reasons and ways to put on the brakes.

## Appalling Amount of Misinformation

In the first place, we have a popular illusion that the American people are the best informed people in the world. There isn't any question that they are well informed, but today they are receiving an appalling amount of misinformation.

\* The Dow Chemical Co. Abstract from Address before F. E. M. A.

The general public for at least two decades has been told by socialists masked under the guise of liberalism that bigness in business is bad. They are currently being told by many men in our government that our whole economic system is morally and ethically wrong. They are being told that government is out to protect them from "selfish interests" who would exploit them without government control.

In turn, we in business have done very little to defend ourselves and our system of free enterprise from this attack which on the surface sounds reasonable because on the surface it is something with which we can all agree. Our politicians are outpromising each other as sponsors of laws which theoretically provide things we all desire . . . comfort and security in old age, low cost or free medical services, lower food prices, cheaper power, and increased government aid to the schools, the home builder, the farmer and dozens of other groups. All of these things make an attractive package. None of us disagree with the objective. But it's time that we violently disagree with the method by which our government proposes to accomplish it.

## What People are not Being Told

Now let us see what the American people are not being told, and what we in industry had better tell them with all the skill we use in telling the story of our products and services.

1. They are not being told emphatically enough that every service that government performs not only has to be paid for in full that they, the people, must also pay the added bill of high governmental administrative costs for every such service.

2. They are not being reminded enough that in England and in America in the past, government ownership of any industry has *always* resulted in operation at a loss with the losses paid from the taxes of those who continued in their own business and the workers of either private or governmental employers.

3. They are not being reminded that after just three years of "soak the rich" socialist control in England that there aren't any rich left to soak and the worker now pays several times as much in income taxes as we



do in America . . . and at the loss of many of his liberties . . . and for much less in return.

Whether you explore ancient civilizations that have been destroyed, modern Russian Communism, British Socialism or present American "Welfare Statism" the story is always the same. The politician to gain his end must alienate the public from business leadership to achieve his aims. And this is not difficult for the politician to do. All he has to do is to wait for a time of any national problem and then promise everything which appears to be in the general public's best interest. People invariably react favorably to anything from which they appear to benefit.

When the politician fails to deliver the goods, he invariably claims that it was due to his lack of adequate power.

4. And here is something most important that the people are not being told. As any government assumes more responsibilities it must have the power to enforce its activities. The assumption of more power by government in America or any other country can mean nothing but the loss of some existing human rights. This the American people should be told right now.

#### **Time for Plenty of Plain Talk**

It is time for plain talk and plenty of it to millions of honest Americans who are following political promises into the paralysis of Socialism instead of the mythical promised land that has never materialized from the master planning of any one man or small group of men.

Let's see what we can do to reach the man we must reach if we are to preserve our economic system.

There are tens of thousands of company magazines in America that reach employees and stockholders in industry. Our firm has seven such publications reaching over 100,000 people.

In these publications we have every opportunity to present a free and productive America as the real reason we have made such tremendous progress in the past 100 years. We have a chance to re-educate our employees and our stockholders, yes, our customers too, as to how the American economic system works. We have an opportunity to explain how corporations grow on the capital of small investors to produce more goods, better goods, at a lower price. We have a chance to present management as people—real, reasonable, honest and full of human understanding . . . not as stuffed shirts or "selfish interests."

In our industry and associated industries we have hundreds of people giving thousands of talks to millions of people every year. We can give more talks like this one and ask our audiences to do the same thing whenever they have the opportunity.

#### **Positive Action We May Take**

We can still vote and encourage others to vote and vote intelligently. We can follow the records of men in office and write in protest when a law that smells of Socialism is before our congress—laws like the Bran-  
nan plan or the Spence bill—laws that are shocking when you consider that they are seriously presented.

We can go to the verbal and sometimes financial rescue of any private enterprise under attack whether

it is the Atlantic and Pacific Tea Co. (which did a swell job in its own defense) or our medical profession which congress now proposes to socialize under the dishonest title of national health insurance.

We can remind the small business man that while the big fellow is attacked first, a crippling of the productive ability of the big fellow will directly and almost immediately have a paralyzing effect on all small business.

Let me exemplify this in terms of the flavoring products industry.

Propylene glycol has been known for some four or five years prior to its use in the flavoring industry. The original product was both expensive and of poor quality because of objectionable odor and taste factors. It was only because of our economic system . . . in this case the concentrated efforts of the Flavoring Extract Manufacturers Association and men such as John Beach that propylene glycol N.F. was finally approved by the Food and Drug Administration and improved for flavoring and cosmetic purposes.

Big business through greater research facilities was able to produce a desirable product at the right price. Can there be any doubt that the development gave greater impetus and new profits to many smaller businesses? Is there anything immoral here in the bigness of business? Were there not adequate rewards for both big and small manufacturers and for the public at large?

You are aware of a similar story in the case of coumarin, methyl anthranilate, and a number of other important flavoring ingredients widely used to make better products by the industry today.

You can find a similar relationship between big and little business firms all over America. We need each other to make our economic clock tick. Look at the pyramiding business in thermo-plastics with research done by duPont, Monsanto, Hercules, Celanese, Dow and others and the tremendous number of molders and extruders that have sprung up as the end result. And for the final measuring stick, look at the hundreds of low cost and beautiful thermoplastic items that are available at retail everywhere for the American people . . . the best equipped, best fed, cleanest, healthiest and richest people in the world.

Now stop and reason out how this industry might have been developed, at what cost, and with what results by government planners in Washington.

Let's tell our story. Let's remind the American people that there was no master plan for the electric light, the airplane, inside toilets, copper plumbing, lipstick or nylon hose, or synthetic flavors at a low cost.

Let's remind the people that there was no government prodding Henry Ford to invent an automobile. He did so as a struggling but very, very free and imaginative young man. He did so on the money of small investors. Let's remind our people that as the result of his efforts and the free economic system that made it possible they now own 85 per cent of all the automobiles in all the world.

And let's remind them that they are the best automobiles.

And let's remind them that they have the most gasoline.

(Continued on page 36)



# Hazards of Special Sales Terms

*How a seller may comply with the law when offering special sales terms, returned goods privileges etc., explained with examples by Office of Small Business, Dept. of Commerce*

THE hazards of giving special sales terms to some but not all buyers if there is any danger of injury to competition is given in the following from the Office of Small Business, Dept. of Commerce. It also gives examples of how a seller may comply with the Robinson-Patman Act when offering special sales terms as rebates in case of market decline, returned goods privileges etc.

"Most sellers know that the Robinson-Patman Act forbids price discrimination, if discrimination will injure competition. Less well known is the fact that the law applies not only to discrimination in list price but also to discrimination in terms of sale that affect price. The law applies whenever products are sold in interstate commerce. Similar State laws come into play in most States when sales are made in intrastate commerce.

Special sales terms that amount to price reductions, or price increases, should be quoted to *all* purchasers on an equitable and consistent basis. While special terms may be granted in good faith, where necessary to meet competition, shaded prices or discounts should normally be applied uniformly to all competing customers who purchase the same product in the same period of time.

Services rendered by a seller to customers, or allowances for services rendered by customers, should be made available to all purchasers on proportionally equal terms.

The following list is not complete, but it shows the kinds of special sales terms frequently requested by buyers, today. A seller who grants such terms should *not* reserve them for favored purchasers—if there is any danger of injury to competition.

1. *Rebates in case of market decline:* A seller is free to give a buyer a guarantee against a price decline. He may, for example, promise a customer a rebate equivalent to whatever price reduction is made between the date on which the buyer places an order and any specified future date—frequently the delivery date.

Such rebates will meet Robinson-Patman Act requirements, if a seller gives the same terms to all customers who place orders on a single date and have rebates computed as of a single future date. Any shift in the initial date, or the rebate date, justifies a change in terms—provided changes in the seller's costs or in market conditions have occurred.

*Example 1:* On November 1, 'X' takes identical orders from 'A' and from 'B' for delivery on March 1 of the following year. He should not give 'A' a guarantee

against a price decline and then refuse to give the same guarantee to 'B'—if there is any possibility of injury to competition.

*Example 2:* On November 1, 'X' takes an order from 'A' for delivery on March 1 of the following year. He gives him a guarantee against a price decline. On December 1, he takes an identical order from 'B' for delivery on March 1. If conditions have changed, and he is no longer giving guarantees to any of his customers, he may refuse to give 'B' a guarantee similar to 'A's,' even though both customers will take delivery on the same date.

2. *Future delivery contracts.* A price quoted for future delivery need not be the same as a price quoted for immediate delivery. This is so because the Robinson-Patman Act does not prevent changes in price based on changes in market conditions. A seller may, for example, take an order from a customer for delivery one or two months ahead at either more or less than the price prevailing on the day when the order is placed. On the other hand, if he quotes different prices to different purchasers who place orders for the same amount of the same product for delivery on the same advance date, he runs the risk of violating the Robinson-Patman Act.

*Example:* On November 1, a seller charges \$1 for an item for delivery on December 15; he charges 75¢ for the same item for delivery on March 1. There is nothing in the Robinson-Patman Act to forbid this. He would, however, risk violation of the law if, on November 1, he charged one customer \$1 for delivery on March 1 and another customer 75¢ for delivery on the same date. Safety hinges on offering, on the same day, the same prices for deliveries on the same future date.

3. *Options for future purchase:* A seller may give a buyer an option to purchase a given amount of an item at any time up to a given future date, at the price prevailing on an earlier date. It is, of course, true that a buyer who does not have such an option may be paying a different price, when purchasing on the same date as the buyer who has the option. This fact will, however, not result in violation of the Robinson-Patman Act if all similar buyers have had the same rights and opportunities to enter into a like option.

*Example:* The market price for an item is \$12 per dozen. 'A' obtains an option to purchase 100 dozen at that price for delivery during the following six months. Exercise of this option will not involve danger of violating the Robinson-Patman Act, even if the

market price rises above \$12 per dozen during the period, if similar buyers have had a fair opportunity to acquire an option on the same terms as 'A'.

4. *Return privileges:* A seller is, in general, free to permit buyers to return merchandise under any conditions he may care to establish. He may, for example, permit return of damaged or imperfect items. He may also permit returns if the buyer receives the goods after a specified delivery date. He may even permit the buyer to keep a product for several months and then send it back, if the product cannot be disposed of at a normal mark-up. Unless return privileges are made available to all buyers on identical terms, violation of the Robinson-Patman Act may occur.

*Example:* If you permit customer 'A' to return merchandise he cannot sell at his normal 25 percent mark-up and withhold this privilege from customer 'B' may well feel that you are discriminating against him. 'B' may, for example, hold that he is, in effect, paying a higher price than 'A' for the units he does sell, since in figuring his profit on merchandise he buys from you, he must add the cost of unsold items to the cost of items actually sold.

5. *Special discounts for large orders.* Quantity discounts for large purchases are not directly prohibited or permitted by the Robinson-Patman Act. Such discounts are legal if they do not injure competition, or if they are based on specific cost, market, or competitive conditions. Quantity discounts are, for example, permissible if a seller's costs actually do vary with the size of the order the customer places. Difficulties may, however, be encountered if a seller's exaggerated discounts for large orders bear no reasonable relationship to discounts on his smaller orders.

6. *Credit terms.* In a period of rising prices your dealers may find that an increasingly large proportion of their capital is tied up in inventory. They may, therefore, request easier payment terms than before. If you revise your cash discounts or other credit arrangements that affect price, you should make new terms available to all customers without discrimination.

7. *Special delivery services.* You may wish to rush merchandise to buyers in your own trucks or by fast delivery service. If you do, you should make a charge for the additional service or else make 'special deliveries' available to all customers on proportionally equal terms.

## Stop the Trend Towards Socialism

(Continued from page 34)

A month or so ago in New York while addressing the best public relations people in New York, Father Edward A. Kellar, director of economic research of Notre Dame University shocked his audience into an alertness that is already beginning to pay off in many quarters. In speaking of our chances to preserve our right to stay in private business he said, "I am not going to tell you that 'it's later than you think.' I am telling you . . . you have two years . . . at the most."

In the current news there is an optimistic note that the American people can be alerted to the dangerous road that we have been pursuing . . . if we tell them

the truth plainly and courageously. I refer to the recent Democratic primary in Florida where a young ex-Marine named Smathers landed to sharply defeat sly and politically polished Senator Pepper.

Smathers won primarily on the strength of the farm vote even though he told farmers that he opposed to the Brannan plan.

Al Smith once said that the people would never shoot Santa Claus. The people of Florida did. Actually, they shot Socialism in Santa's clothing and showed even the dullest of political observers that the American people are now doing some thinking.

Just one question. What can you do in these next years to get in the fight that will halt this very decided trend and preserve the liberties that man has gained after 6000 years?

## Lotion Vehicles

IN an attempt to produce a standard lotion which dermatologists could prescribe as a vehicle for dermatological medications, six different lotions were prepared (Journal American Pharmaceutical Association, practical pharmacy edition, 11, 10-6, 1950). It is interesting to note that all six of these lotions contain glycerine in varying proportions. The compatibility of 17 of the most commonly prescribed medicaments were tested with these lotions. The following lotion was found to have the widest compatibility:

Cetyl alcohol	15 gm
White wax	1 gm
Glycerine	50 cc
Sodium lauryl sulfate	5 gm
Water, to make	1,000 cc

Melt the cetyl alcohol and white wax, and heat the melted mixture to 80°C. Dissolve the sodium lauryl sulfate in a mixture of glycerine and 300 cc of water, and heat to 80°C. Add the aqueous phase to the oil phase slowly, stirring constantly until the emulsion forms. Continue to stir until the mixture has cooled to 40°C., and add enough water to make a 1,000 cc total.

## Insect Repellent

INSECT repellents applied to the skin in a spotty fashion are no deterrent to insects but merely lead the biting and stinging pests to concentrate on the uncovered areas. A recent patent (Coler; U. S. Patent 2,496,270; 1950) designed to prevent such skips, contains an insectifugal product which contains coloring material that vanishes shortly after application to the skin. Illustrating this principle is a dressing which serves simultaneously as a skin conditioner and insect repellent:

2-ethyl-1, 3-hexanediol	10 volumes
Phenolphthalein (10% alcohol solution)	1 volume
Glycerine	2 volumes
Alcohol	2 volumes

These ingredients are blended, then agitated with an excess of sodium carbonate. The undissolved solids are removed by centrifuging. The resultant product is a somewhat viscous liquid with an intense red color. All of the color disappears within a few minutes after the dressing is applied to the skin. The glycerine provides a beneficial effect to the skin and at the same time serves to intensify the red color of the solution.

# What the Retail Buyers Report

*New sales records being made for home permanents, sun burn and suntan preparations and colognes . . . Treatment lines up to par . . . Trend to colorless nail polish noted*

**R**ETAIL cosmetic business is generally good in the leading cities and throughout the nation. Naturally the trend has shifted to preparations that are of especial use during warm weather: sun burn protectives, sun tan and hair preparations and bath accessories. Colognes, both solid and liquid, are selling well under the stimulus of sound promotion and home permanents are chalking up new sales records. There has been a slump in the sales of eye make-up but this is regarded as only temporary. Already attention is being given to items for Christmas as buyers generally are anticipating an excellent business during the last two months of the year.

## Home Permanents Have Field Day in Midwest—Cologne Promotion

**Chicago**—This is the year of the cologne war. It is liquid versus solid. Firms that are making a combination offer find there is interest when for a few cents additional the solid stick is included.

One thing in favor of the cologne people is that the new comers into the solid type are offering instructions, with illustrations on use and application. It aids in selling and if enough is used should prove that this type has a definite place on the dressing table.

The stores have shown more astuteness in presentations than in years . . . all colognes are grouped together, and this makes the selection, and "swishing" of fragrances so displayed easy so that a consumer can quickly make a choice. Of course, some makers will complain that their particular product, taken from the line position, is not given as fair a trial as if it were with the treatment lines. This is mostly water-over-the-dam. It will sell if the product has quality.

## Salespeople

What is killing more sales today than in the post-war history is the absolute indifference of sales people to even lift themselves from a stool on which they may be resting, or leaning against a show case. Their answer are really not at all concerned with any desire the customer may have . . . and this is seen in the very best stores . . . Hudson's in Detroit to Jones in Kansas City and from St. Louis to Minneapolis. This apathy and inertia to trying to sell, to suggest a new item, or even to show it, is more than these salespeople can be blamed for. The trouble is in the buyers' and merchandise offices where this same type of indifference prevails.

Weather has been hot. Yet most main floors are now air-conditioned where these products are sold. But buyers are so busy with details of little consequence they have no time to spend on the floor. The cause of this total indifference, of falling off in sales, is not as much tax, is not so much lack of training as top-managements' apparent indifference. Sales training methods could be improved upon. The stores have completely forgotten that there is a postwar generation of consumers who don't know how to use the products now offered. And so educational ideas not being given, the business slips off to the store that offers intelligent buying and selling. But the store is not to blame; for back of this is the source. The makers of cosmetics—from permanent waves to lip-sticks are not offering retail buying offices more than a new product.

## Sampling Essential for Sales

In one of the great stores of the Northwest a question was asked regarding the use of a certain product. "I'm sorry but I cannot answer that," said the saleswoman. "We never have any samples and we cannot afford to buy more than the essentials we need. Some day, I hope, that the makers will see fit to let us, who sell their product, really test the merchandise ourselves and not take some one's word for it."

Lack of sampling has been mentioned before as one reason why new products do not continue to move following the initial splurge and advertising that is done. There is great need for a follow-up campaign.

## Suntan Protection

The average retailer—as well as manufacturer—considers suntan protective items as much more feminine than masculine. Yet in the Midwest where burns can be severe even during the play of 18-holes of golf, the suntan protection is not given sports recognition. If you, as a maker or buyer of these products, have seen the results of a few hours in the sun you will realize that the recent Father's Day protection did not stress this as a golf-bag accessory. Yet it is important for sportsmen.

"Unless a protective cream is used," a noted dermatologist pointed out, "the sun will dissolve some of the fat immediately under the skin's surface and it will wrinkle." Such a tip will sell this item, but the quality must be superior and not a cheap imitation of a good product. Such information is highly important for women with thin skins—literally.

The direct sales impact given to the half price items



which are becoming more and more a standard company procedure once or twice a year—depending on stock and whether or not there is a desire to move it—proves that women are very price conscious in cosmetic buying.

If this idea sounds exaggerated look what happens when a \$1 lipstick is placed on the counter at 50¢? If a customer bought one that wouldn't be important, but she'll buy half a dozen and the business on lip sticks for any other firm for six months is definitely through.

#### **Manufacturers Need to Back New Items**

The extensive campaigns which are waged on new items are always of spot interest and sales for two or three days will be good. Then the slump comes. Retailers too often are "loaded" with merchandise which doesn't move. How about more cooperation with the ultimate point of distribution, not just as the item is introduced, but for at least six months (if the product is good enough for that—some aren't as we know) to make it a staple in the minds of the public? "It takes that long for a new item to produce a repeat sale," said a St. Louis, suburban buyer, "and just as long for it to be talked about enough to create new customers for it."

Did you ever try to buy a treatment line during the dog-days? Then you know these are back of the counter, far out of reach of the looking customer. In the swank specialty shops the colognes and perfumes have the favored counter position . . . the items for smart nails but not hands are shown.

Little attention is given by the sales person to the woman who does buy a summer line in treatments for she is not told that unless the product is of very high quality materials it becomes rancid when the mercury hovers in the 90s. And so the customer, unaware of the relation of fine creams to milk and butter, tries another line. She needed to be told to keep it in the ice-box.

#### **Home Permanent Field Day**

When the summer dust has settled it will be interesting to check back and find out what type of home permanent has won out. At the moment there are so many at the post that no winner can be picked. Two of the more expensive ones are close to the fence but they may be forced from this position before the leaves turn color. "Hairmetics" is the name used by one store for its waves, etc.

Fine items for Christmas, with packages that can be "dismantled" and placed in regular stock are on buyers' agendas for the coming opening of fall markets. Price conscious customers want their full value in any item purchased and when not offered these are slow.—*Jean Mowat*

#### **Solid Colognes Selling Well in South and Eye Make-up Gaining**

Atlanta—With its third "annual" transportation strike threatening any day to go into its second month, Atlanta's cosmetic departments are still able to point with pride to a slight increase in sales over the same period a year ago.

To account for this, it is necessary to go back and review slightly last year's transit stoppage. It occurred just before Mother's Day, hitting straight at the heart of one of the best cosmetic seasons of the entire 12 months. Also it came so soon after the Easter traffic that women, fairly well "gifted" with cosmetics, sat quietly at home, turning in their hour of woe to sources closer to their own doors, the neighborhood shopping district and drug stores, for replacements of cosmetic staples.

Unfortunately all the facts and figures are not yet in on the current strike, so downtown cosmetic departments are cagily gearing themselves for the lean shopping days yet to come.

#### **Luring Customers**

Being departments that derive a lot of their trade from "traffic impulse," they are devising various means to entice customers into the stores. So far they have been helped considerably by big price-slashing store-wide sales, but have themselves got by with only the usual seasonal cuts, two-for-ones in drugs and sell-outs of manufacturers' discontinued stocks.

#### **Fragrance Sales Up**

One store has done so well with a drastically-reduced Worth fragrance and another with Weil's ampules that a buyer observed, gleefully, that women must be taking baths in them.

Solid colognes have taken the solid South like Grant took Richmond, but it took the cologne a little longer, something like three years. Now anything that passes for a solid cologne, particularly the flower fragrances, dear to the hearts of all Southern women, are sure-fire cash-register fodder.

#### **Good Season in Deodorants**

Liquid colognes are proving their worth to cosmetic departments again this year, deodorants show signs of their best season so far and hair preparations of all sorts, from special conditioners to tints and home permanents, have leveled off into steady sellers.

It is still a little early yet to gauge the selling strength of suntanning lotions and oils, but judging by former years, a good season is expected for them.

One special promotion feature that has drawn a steady follow-up trade since January is Rubinstein's Wonder School. Customers are still referring to it as identification for some of the products that were introduced during the school.

#### **Doe Eyes Wanes**

Doe Eyes created a brief flurry here and there, waned for a while, but is expected to pick up again by Fall. It's a safe bet, however, that although few women are wearing them currently, that most bought the makings for doe eyes and will in due time get up the nerve to wear them.

Other cosmetics are running pretty true to established form. Pinks have replaced the purple tones of Winter lipsticks, but have left enough leeway for a few of the coral and orange tones to edge in. Makeup has changed to a deeper shade for Summer and treatment lines are up to par.—*Maynita Gerry*



## Arden Pin-Curl Permanent Successful, Charles of the Ritz Promotion Pays Off

**Buffalo**—It has been an Elizabeth Arden month at Hengerer's, with outstanding results notched up by three separate Elizabeth Arden promotions. First, came their Elizabeth Arden Blue Grass promotion, spotlighting the various items of this fragrance. The presentation received further accent from the first floor sampling fountain where Blue Grass bubbled merrily.

The Elizabeth Arden pin curl home permanent selling at \$2.00 plus tax, complete with special alloy hairpins, curl stick and curl cap proved an instant success. Next came the Arden Six Lessons in Beauty, promoted via daily ads in the local papers. Each phase was dramatized in sequence ads emphasizing the ways to improve and beautify the individual beauty areas, ranging from skin, foundation, eyes and lips to throat and hair. This produced excellent volume sales and attracted very complimentary comment from the customers.

Another cosmetic line which enjoyed gratifying results during this period was Charles of the Ritz. An intensive promotion on their \$1.00 size made-to-order face powder resulted in tremendous sales of larger sized, higher priced items of the line, including the \$9.00 size of Charles of the Ritz Ravenescense cream, along with the \$5.00 size of their creams and lotions, and their \$9.50 skin freshener. This was accomplished through the expert selling of Charles of the Ritz consultant, Miss Charlotte Reardon, who spent a week at Hengerer's during this special promotion.

### Revlon Promotion

Revlon's color-casting promotion created quite a flurry. Three special Revlon representatives, dressed in navy blue artist's smocks and white artist's berets were ensconced behind a counter right inside Hengerer's main door. Under the direction of Mrs. Paulette French, Hengerer's toiletries buyer, the counter had been transformed into a jumbo-sized dressing table, complete to the flared skirt—an overall effect of "pulling appeal." Here test color castings were available free of charge to all customers, many of whom tarried to purchase the appealing makeup ensembles combining nail polish, lipstick, rouge, fashion plate, touch-and-glow, and eyebrow pencil.

Revlon was proving a leader at J. N. Adam's, too, with their frosted nail enamel doing a tremendous business despite the fact that it costs 15¢ more (plus tax) than the regular polish. The new Cream Wave Home Permanent at \$1.25 plus tax was also attracting volume sales. Stick colognes are showing a sales increase here, the more popular ones including Ayers, Dana and Lelong.

Father's Day suggestions that seemed to be topping the list were Sportsman's after-shave Toddy Stick and King's Men combination package presenting \$1.00 size liquid deodorant and \$1.00 size after-shave lotion for \$1.00, plus tax.

Two particular items of Harriet Hubbard Ayers are doing exceedingly well here. One, the 3-stick makeup case, featuring lipstick-size tubes in a red polka-dotted case—the tubes containing cream stick foundation, cream stick rouge and a lipstick, which sell for \$3.00

plus tax. The other, Ayers' Formulayer—the night cream formulated without hormones and containing ayerogen, the special ingredient which retains the moisture of the skin.—*Maggie Fleming*

## Stick Deodorants Sell in Cincinnati, Leg Make-Up Moves Well

**Cincinnati**—Half-price features were bringing in customers as always, but it wasn't always the reduced-price items that they walked out with. Women here have taken to the easy-to-use VP deodorant stick with such a rush that it has sold out in several stores. The only other deodorants selling are Tussy and Stopette. The hot summer weather has meant no particular increase in overall sales; deodorants are in use 12 months a year.

Like the stick deodorants, the stick colognes are already favorites. Buyers of them comment unanimously that their reason for buying is the safety and convenience for purse use.

Treatments have been stronger than usual for this hot season, and the salesgirls claim credit for it in the stores where it's so: they've pointed out to customers that if they use lighter creams throughout the summer they won't have to slather on the heavy rich ones so desperately in the fall. One smart clerk sells eye cream with every pair of sunglasses with the argument that women always need eye cream in the war against crow's feet and "no one can see the cream when you're wearing sun glasses."

Hair items are hot, as usual. Pin-wae (the bobby-pin home permanent) is still selling fast; the recently introduced Lilt is doing very well. A newspaper story with pictures of home permanent procedure drew an avalanche of phone calls to the paper from women with all sorts of questions, an indication that there is still a vast untouched market for this item if more education is done.

Several stores have discontinued leg make-up, but the John Shillito Co. brought it back after repeated



"We have it in four delicious flavors; raspberry, strawberry, loganberry and currant!"

requests for it; Copper tone sold out and the store's own brand was just short of tremendous.

Coty's free atomizer is selling; ditto for Rubinstein's entire White Magnolia line, an instant, lasting success here; her bargain-big size of "Appleblossom" cologne is universally good. Several other larger-than-usual or extra-bottle deals with cologne had gratifying results. Revlon's Sunny-Side-Up Lipstick outsold all others three to one with a display in one store.

Planned promotions include a visit by Erna Coleman (Rollman's), a push with a newly located Max Factor counter (in notions, away from the cosmetics section of the first floor of John Shillito), a visit by a Lydia O'Leary (Covermark) representative (Shillito). All of these will pay off.—*Mary Linn White*

### **Trend Away from Color in Nail Enamel Noted in Pittsburgh**

**Pittsburgh**—We've noted a growing trend here among Pittsburgh's younger set which ought to interest manufacturers of nail polishes. The girls prefer to go without colored polish. Instead, they use clear polish, tip nails with white. This isn't just a high school fad. Young stenographers and office workers are also sporting the "no color" idea.

This may point up only a passing fancy. On the other hand, it may indicate a growing trend away from bright nails. Whatever the reason, it is worth noting.

The only concrete reason we have discovered, after making a spot check, is the complaint that recently the girls have noted polish doesn't stay on as it formerly did.

This area is being used to test women's acceptance of a new make-up for the hands. Reason for the selection of this part of the country is because the majority of women do their own housework and that cleaning house and scrubbing are more prevalent in a highly industrialized area, by contrast with other sections of the country.

In checking all the new home permanents that have recently been introduced here lately—Bobbi, Elizabeth Arden, Lilt, etc.—a noteworthy reaction has been detected. Chief interest in Arden's new kit has been the kind of hair pins included—women buy the kit more for the hairpins than for the other contents, it is revealed.

Another criticism—women aren't interested in the "extras" such as a cap to put on or a plastic shoulder apron. Why? the cap they can't be bothered with and the apron—water slides off, and it is too small. Therefore, if any "extra" is going to be put in, why not a cape of terry cloth? Or something absorbent?

Also along the home permanent line—there appears to be growing interest in the pin wave type, rather than curler methods.

Of all the deodorants, the stick type appears to be the one favored by men who have used other kinds (cream and liquid). Greater emphasis on this, directed to men, might result in increased business along this line for Summer. One large department store reports "very good" response without any concentrated promotion.

Introduction of the plastic, squeeze type bottles for

deodorants has had good customer reception. Cream deodorants in tubes, rather than in jars, are also preferred.

Mother's Day response was centered on the "pretty package" theme, and by contrast, a very practical gift in choices of permanent wave refills. Dram size, or small sizes in perfumes were called for, with colognes and toilet waters rating the highest demand.—*Lenore Brundige*

### **Men's Toiletries and Cosmetics for Travel and Summer Selling Well**

**Dallas**—Hot weather has set in and Dallas cosmetic counters have taken advantage of the season to feature hot weather items. Vacation items are receiving the next greatest emphasis.

Advertisements from both department stores and chain drugs have featured such things as sun tan oils, wind and weather lotions, hair preparations, light colognes, home permanents.

Most department stores have worked out a program for hot weather care. For instance, one section will show hair preparations gathering together such things as a brush, shampoo, oil and massage brush; another section will show face and hand lotions, face creams, protective powder bases; still another dark powder, dark lipstick (or a pink lipstick that goes with a tan), dark nail polish. Department clerks get special instruction as to the needs of beauty care under duress of wind and sun. Light colognes such as floral odors are prominently displayed on the counters. The perfumes and heavy odors are relegated to the shelves.

Deodorants and depilatories are not forgotten. Special make-up cases for swimming have enjoyed good sales.

Department heads report that clerks are interested in more information about products and do read promotional matter put out by national manufacturers, particularly in this season because customers are interested to know facts and are anxious to protect hair and skin. Clerks find ready sales if they have a quick answer to questions based on facts and knowledge.

Another field which has shown accelerated sales is in items especially made for travel . . . stick colognes, colognes and lotions in non-breakable plastic bottles, miniature manicure kits. Cloth cases in attractive fabrics fitted for carrying creams and liquids have sold well. Sachets have gone rapidly as the weather warmed.

### **Men's Market Emphasized**

More emphasis on preparations for men is being given by Dallas stores . . . and buyers are finding that it pays. A large percentage of space devoted to Father's Day advertising both in the newspapers and in display windows was given to cosmetics. Response was very good. For such special days, packages . . . such as Gourielli's "here's how" toiletries in cocktail-hour inspired containers are lead items. Clerks believe more men every day are being converted to the use of light colognes and certainly deodorants have become an accepted portion of his needs. Chain drugs report a bigger emphasis this year than ever before on the "man market" . . . with excellent results.—*Jean Shaffer*









*Any COLOR you want  
...in STANDARD  
Plastic Caps*

CLASSIC

CLOVER LEAF

*COLOR adds  
Sales Appeal*

In addition to making a richer looking package, the color of the cap can add sales appeal by identifying the color of the product, or by matching the color scheme of the label.

Two stock designs—"Classic" and "Clover Leaf," in all popular sizes.

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*Old-time perfume flacons from the Paris Collection  
of the late Leon Givaudan*

*there's more to a perfume  
than meets the nose*

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In the development of the lovely fragrance suggestive of Nature's garden, many floral notes are blended, although not individually apparent to the nose. The perfumer's task is made easier and his compounding more original by the judicious use of Givaudan's floral specialties built around the fresh odor of

## HYACINTH

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The pleasant green-floral character of this lingering note has a stimulating piquancy which lends itself particularly well for use in modern bouquets and in floral harmonies with rose, sweet pea, lilac, gardenia, narcissus, as exemplified by

**Jacinthone**—an excellent modern realization of the flower odor, fresh and tenacious

**Jacinthe Fleurs**—the typical hyacinth greenness at its best

**Jacinthe Extraits**—a less expensive variation for use in toilet waters and cosmetics.

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# *A Perfumer's Guarantee*

Sometimes the acceptance of a product hinges upon a single factor . . . the men within the organization, the quality of the raw materials used or the extent of research into new products and processes.

One of the more important factors, however, is the firm's reputation and integrity.

Synfleur takes pride in its enviable reputation — a reputation built by more than 60 years of emphasis on high and exacting standards. These standards have never been relaxed. Synfleur has continuously searched for new and better aromatic chemicals for use by perfumers and soap-makers. We have continuously strived to make our products the finest available.

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## Industry of Opportunity

WE have our problems as an industry and as individual manufacturers, but it is a great industry with a very great future. We are in a great country, and a still very young and vigorous country. Our population is increasing rapidly—our standards of living are improving with every year bringing greater desires for the use of our products. Today we have 150,000,000 people. In five years, experts tell us we can expect 160,000,000 people. Add to the increase in population, the increase per capita use of our products we will create, and our future looks very bright indeed. Truly, we are a dynamic industry, just on the threshold of our greatest growth. Truly, we are the industry of opportunity.—Charles A. Pennock

## Profitable Selling

MANY people in business do not understand that to have profitable selling, it is necessary to solve both the sales problem and the advertising problem. Though closely related, they are not one and the same problem. There is an important geographic difference between them.

The sales problem is concerned with "Where People Buy." It involves the placing of goods in proper amounts in the hands of wholesalers and retailers in the right places. The advertising problem, on the other hand, is concerned with "Where Buyers Live." It involves reaching the able-to-buy families effectively by advertising to them where they live. You sell to customers in the places where stores are located, buy you advertise to them in the places where they live.—Donald M. Hobart

## How Best To Sell It?

NEW industrial products often contain novel points of design. The manufacturer, in conference with his engineers, production men and distribution experts, will find recognizable application possibilities. The conference will end with a fair understanding of the new industrial product, how it works and what it will do, of its material make-up, sizes, prices.

The new product is now ready for the production line. In time, it will be ready for selling so that the user will know that the product is on the market.

"How best to sell it?"

Certainly, selling is the very heart of the entire system of marketing, and, for that matter, of the entire system of business in a free enterprise economy. If there were no selling, the manufacturer would quickly end in disaster. If there were no sales, there would be no need for transportation, communication, or banking. If there were no sales, there would be no sales offices or organizations. There would be no reason for accounting, for business correspondence, nor for office work. It is sales that keeps the economy in operation. When sales are good, the country is prosperous. When sales fall off, there is a decline in business conditions.

Since selling is so vital to the manufacturer's success, as it is to the economy of a free enterprise, the question "How best to sell it?" assumes a role of major importance.

Selling, broadly considered, is that branch of business which finds prospects and converts them into customers.

Whatever the method of selling the manufacturer decides to use to promote the sale of his new product, it is enough to know that the exercise of the arts of demonstration, persuasion, and negotiation must reach the nth degree on the part of his salesmen.

The purpose of salesmanship is to secure business that would not otherwise come in. Salesmanship finds customers for new products, for products hitherto unknown to those who might use them, for products possessing qualities that require demonstration or evidence, for products of intricate construction that need technical explanation or for products under keen competition either for the same or alternate purposes.

It is a well-known axiom that even the perfect product remains on shelves unless selling and advertising combine to tell the prospective buyer the merits of that perfect product.

"How best to sell it?" requires just as much careful thought and planning as the products themselves are given from their embryonic stage to their finished state. Only in that way can we keep our sales up . . . sales that are good for the country's prosperity.—Stokes News

## Non-Irritating Deodorant

ACCORDING to U. S. Patent 2,498,514, zirconium salts of hydroxy aliphatic acids possess the property of adsorbing perspiration odors, and at the same time are neutral and non-irritating. This salt may be mixed with a suitable carrier base, as the preferred method of application. An anti-perspirant cream of this type may be prepared as follows:

Neutralized zirconium lactate .....	4 grams
Glycerine .....	12 cc
Hard hydrogenated castor oil .....	10 grams
Soft hydrogenated castor oil .....	70 grams

As in many other deodorant bases, glycerine plays the part of a plasticizer in this base.

## Changes in Distribution

AN industry problem which we must all study is the rapidly changing pattern of distribution which is taking place—the development of the suburban department store, the growth of the super-market, the expansion of door-to-door selling practiced so successfully by some of our members.

All these are dynamic factors in today's business picture which must be carefully evaluated by each individual manufacturer, according to his own lights. It is only sound business for us as manufacturers to challenge constantly our distribution methods. These new factors in distribution are here because the consumer wants them to be. This, you must all recognize, and you cannot expect tradition to stand in the way of progress.

If business seems to be flowing into new channels, you don't happen to like, accept the fact. Consider if it is to your best interest. If it is—whether you are a manufacturer, wholesaler, or retailer—get out and compete. Because, if you don't someone will!—C. A. Pennock

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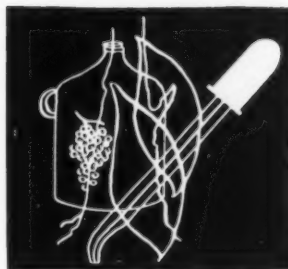
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# Flavors



## Flavoring With Essential Oils

*Labelling requirements when certain oils are used*

*. . . Requirements for flavoring oils . . . Oils*

*used for spice and herb flavoring components*

MORRIS B. JACOBS, Ph. D.\*

IN two prior articles, some of the essential oils which are used as flavors and flavoring components, principally for food purposes, were briefly described. Peppermint oil was discussed in greater detail in two other articles in this section. There are a number of other essential or volatile oils used in the flavoring of foods and of beverages which are listed below.

*Nutmeg Oil* has already been mentioned as *Myristica Oil* under which name it is listed in the United States Pharmacopeia XIII. This oil is closely related to mace oil. It bears repetition that there is a difference in the East Indian and West Indian types of this oil and that it is necessary to place the source of origin on the label. The oil is usually obtained from the powdered spice by steam distillation. Insect damaged kernels are at times used for the oil itself is seldom affected.

### Parsley Oils

Two oils are obtained from parsley, *Petroselinum crispum* (Mill) Nym. (*Petroselinum sativum* Hoffman; *Apium petroselinum*), that is common parsley. *Parsley Seed Oil* is the essential oil derived by distillation of the dried ripe seed. Actually this is not a seed in the true sense, for it is the fruit of the plant and consists of two dried mericarps which in the fresh fruit are joined together but as they occur commercially are separated. *Parsley Leaf Oil* is the

volatile oil prepared by distillation of the herb. The common parsley has been used as a culinary herb for centuries and the oils have been found very useful for flavoring purposes. The herb oil can adequately replace the herb in seasoning.

*Pepper Oil* (Black) is the essential oil obtained by distillation from the dried, ripe selected berries of *Piper nigrum* L. Considerable interest has been shown in the use of black pepper oil for seasoning and cooking for more uniform results are at times obtainable with the use of the spice oil than with the spice itself. There are a number of imitation oils that are carried as stock items by flavor houses.

### Peppermint Oil

*Peppermint Oil* (U. S. P. XIII) has been discussed in previous articles in detail. For the purpose of this paper it is well to repeat the definition that oil of peppermint is the volatile oil distilled with steam from the fresh over-ground parts of the flowering plant of *Mentha piperita* Linne (Fam. *Labiatae*) rectified by distillation and neither partially nor wholly dementholized. It must contain not less than 5 per cent of esters calculated as menthyl acetate and not less than 50 per cent of total menthol, in the free form and as esters. *Peppermint Oil* (U. S. P. XIII) must be distinguished from *Japanese Mint Oil*. Products flavored with the latter must be labeled "flavored with field mint" or "flavored with corn mint."

Peppermint oil is of great importance as a flavoring agent for it is a principal flavor in the candy and chewing gum industries. It is also widely used for the flavoring of alcoholic beverages like cordials and liqueurs. Peppermint oil has been suggested as a trace material for bringing out fine notes in flavor compositions. Peppermint oil is available commercially as the U. S. P. XIII, product; as the U. S. P. XIII, twice rectified, and as the terpeness oil. A product imported from Great Britain and known as Mitcham peppermint oil is also available.

*Sage Oil* (Dalmatian) is the essential oil obtained by the distillation of the leaves of *Salvia officinalis* L. This oil is used extensively in the flavoring of cured meat products such as sausages and frankfurters, and is also commonly used in the flavoring of other meats. An imitation oil is carried as a stock item by some flavor houses.

### Root Beer Flavoring

*Sassafras Oil* is derived from the root of *Sassafras albidum* (Nuttall) Nees by distillation with steam. This oil was discussed in some measure in a paper in this section dealing with the preparation of root beer flavors, for which sassafras oil is used extensively. *Sassafras oil* is defined by U. S. P. XIII and oils corresponding to the requirements of this definition are offered commercially. Imitation oils are also available.

*Oil of Savory* is a product ob-

\* Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.



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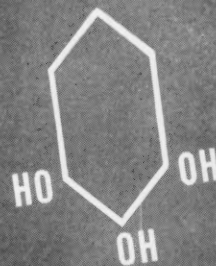
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tained by distillation of the mint, *Satureia hortensis* L., also known as summer savory. An oil can also be made by using other species of *Satureia* such as *S. montana* or winter savory. This oil is very useful for culinary purposes, particularly for soups and sauces.

**Spearmint Oil** is the essential oil that is prepared by distilling the fresh over-ground parts of the flowering plant of *Mentha spicata* L. If it is to conform to U. S. P. XIII specifications it must contain not less than 50 per cent of carvone, by volume. Commercial oils are marketed as the U. S. P. oil, and the terpenless oil; imitation oils are also made.

Spearmint oil is one of the most widely used natural flavoring materials for it is almost indispensable for chewing gum and candy purposes.

**Star Anise Oil** or **Star Aniseed Oil** is the volatile oil prepared from the star-shaped fruit of *Illicium verum* Hooker filius by distillation. This is another essential oil that has wide application in the flavoring of foods. An interesting application of this oil is its employment for the flavoring of feed for cattle.

**Sweet Birch Oil** or **Betula Oil** is prepared by the maceration of the bark and twigs of *Betula lenta* L. and the subsequent steam distillation of the macerate. This oil is available as the Northern and Southern product, the former coming from Pennsylvania and the latter from North Carolina and Tennessee. The oil must contain 98 per cent of methyl salicylate to conform to U. S. P. XIII requirements. In contradistinction to wintergreen oil, white birch oil and synthetic methyl salicylate are optically inactive while gaultheria oil is slightly levorotatory. Wintergreen oil is discussed below.

**Tarragon Oil** is the essential oil

obtained by the distillation of the European herb, *Artemisia dracunculoides* L. There has been some cultivation of the herb in Ohio. Its flavor is related to that of wormwood and of anise. A product known as tarragon vinegar, because it has been flavored with tarragon oil, has been used for many years. Tarragon oil is also known by the name of *estragon oil*.

**Thyme Oil** can be prepared by the distillation of the common garden thyme, *Thymus vulgaris* L. The oil has been extensively used in flavors for seasoning and for soups and also for quasi-medicinal products. It is commercially available as White or Red Thyme Oil N. F. VIII and imitation oils are marketed.

**Valerian Oil** is the product made by distillation of the dried root of *Valeriana officinalis* L. It has been used successfully as a flavoring component.

**Wintergreen Oil** or **Gaultheria Oil** is the essential oil obtained by the maceration of and the subsequent distillation with steam from the leaves of the evergreen, *Gaultheria procumbens* L. This is a native American flavoring material. It is generally marketed as Northern and Southern Oils, the former coming mainly from the New England States and Pennsylvania and the latter from Tennessee and North Carolina. As with betula oil, gaultheria oil must contain 98 per cent of methyl salicylate to conform with U. S. P. XIII specifications. Wintergreen oil is very widely used as a flavoring in confectionery, chewing gum, and foods.

As far as U. S. P. XIII definitions are concerned, wintergreen oil or gaultheria oil, sweet birch oil or betula oil, and synthetic methyl salicylate are grouped together.

In a subsequent issue the most

important group of citrus essential oils and some oils of relatively lesser importance for flavoring such as rose oil will be considered.

## Artificial Flavors

VERY few instances, indeed, can be given of really "novel" flavors which have won public approval. Hence the job of the flavor essence manufacturer is almost entirely that of copying nature.

The gamut of flavors which do appeal, however, is very extended; but, generally speaking, appreciation is conditioned by the taste-background. Some flavors, like those of cheese, game, onions, garlic, and so on, are not generally liked when experienced in a state of "purity," that is to say, as odors.

The manufacturer of artificial flavors has, in the past, concerned himself mainly with fruit flavors. Usually speaking there has been no commercial incentive to the artificial reproduction of the flavors of herbs and spices, owing to the relative abundance and cheapness of the natural materials.

The task should not prove very difficult, as there is a mass of valuable information concerning the composition of the essential oils of spices, to which of course, their characteristic flavors are due. The alliaceous group of flavors are deserving of more attention. In the case of fruit flavors, one cannot fail to be impressed by the paucity and, in general, poor quality of the literature on the subject.

It may be asked whether it is essential to know the chemical composition of a natural flavoring material in order to build up an artificial substitute. Obviously not; otherwise there would be very few artificial flavors on the market. But the knowledge is a great help.

(Continued on page 53)

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# Foods, Flavors, and Aromatics

*Rose and goldenrod oils produced domestically . . . New fruit*

*flavors developed . . . Preparation of coffee concentrates . . .*

*Spices are good preservatives . . . Flavor industry to expand*

HARRY COHEN, Ph.D.\*

ALTHOUGH much of the work done with flavors and aromatics does not get beyond the immediate laboratory and into the journals, a sufficiently large number of investigations, patents and reviews are published to indicate the breadth of research and development in this field.

## History

The use of substances for flavoring and preservation of foods antedates any written records. In the Bible are numerous references to the use of spices, and the Greeks and Romans recognized the special uses of flavoring materials. We need not go to the extremes of some Romans of whom it is said, in making the pleasure of eating an end in itself, induced regurgitation after a wonderful meal so that the pleasure of eating might be repeated. On the other hand, we cannot deny the fact that good eating is a pleasure. Flavors are of inestimable value in making certain foods palatable. Many of us accept the numerous spices and flavors in the same manner as we accept the night and day—they always were and always will be with us. That this is not the case is known by all. A few items from history will refresh our memories and indicate the importance of the riches of the East. Genoa and Venice were important largely because of the position in the active trade from the East. Following the capture of Constantinople by the Turks and the loss of the overland routes, explorers sought to reach Cathay by a water route. The discovery of the Americas by Columbus was an outgrowth of this condition. When Vasco da Gama returned from India with spices and silks at the end of the fifteenth century, he was accorded a greater reception than the discoverer of the Americas.

\* Research Chemist, Florasynth Laboratories, Inc.

Prior to the middle of the nineteenth century, great emphasis was placed on the isolation of the aromatic oils. Following the growth of organic chemistry, great strides were made in the isolation and synthesis of the active constituents of the natural products. At the present time, the scientist attempts to produce the flavor or aroma of a plant or oil by use of synthetics, many of which are not found in the plant kingdom, thus making Man more independent of the plant. The laboratory search for new and the investigation of old flavoring materials has never been so important, nor so broad, nor so intensified as in the present day.

A very close friend once remarked to me that flavor is that something which makes food want to be eaten. This remark contains a great deal of truth for the mental picture of roast duck, broiled steak, delicately spiced salad or hot apple pie makes one's mouth water. This cannot be due to the nutritional value, for many less flavorsome foods will supply us with the requirements for our daily living. This desire may be applicable only to human beings, for several years ago Scott (1) demonstrated that rats showed no appetite for, or avoidance of the flavors of monosodium glutamate, biacetyl, anise or butyric acid although rats fed on a diet without added flavors appeared to avoid fishy flavors. Because the field of flavors and aromatics is so large, I will merely refer to some of the more recent subjects which have been of interest to us.

## New Floral Essences

In order to develop new areas of production, investigations have proceeded on the recovery of oils from domestic plants. In Texas an attar was obtained from the rose grown for bushes (2). The attar

produced by steam distillation, hot and cold non-volatile solvent extraction and volatile solvent extraction is non-standard. The quality and quantity of the absolute is satisfactory. This problem probably requires additional work. A sweet goldenrod oil can be produced economically (3). A use for the oil in flavoring bulk candies and chewing gum and in insecticides and deodorants has been suggested. The oil contains terpenes, methylchavicol, L-borneol esters and traces of volatile fatty acids. Methylchavicol is responsible for the anise-like odor and the properties are greatly improved by removal of the terpenes. Bailey (10) indicates that economic production of conifer leaf oils in the Tennessee Valley may result by improved harvesting and distilling procedures utilizing the waste tops from logging operations. He has a table of chemical composition and yields of a number of North American conifers.

## Propylene Glycol

The marked increase in the use of propylene glycol as a solvent in the flavor industry in recent years has been explained in articles by Lakritz, Smith and others. This increased use has been due mainly to the excellent solvent properties of this material and the excessive tax on ethyl alcohol.

Some investigations with propylene glycol and related compounds have unearthed a few interesting facts in the preservation of foods. Rae has found that propylene glycol retards the decomposition of Vitamin C and a Dutch investigator (18) found that cornmeal, previously soaked with organisms, on treatment with ethylene oxide appeared to have no growth even after ten weeks—the controls were moldy. Spices treated in the above manner gave excellent results. Since the ethylene glycol formed



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gave no cause for alarm from a health standpoint, this appears to be an effective method for decreasing mold growth.

A recent patent claims that clear solutions of essential oils are obtained using Santomerse B (19) gums are not necessary and in some cases no alcohol is required. Another patent claims the use of the nonionic hydroxypolyethylene ethers of aliphatic long chain esters of polyhydric alcohols in the preparation of stable, clear aqueous solutions of essential oils. In still another patent stable aqueous solutions of vanillin and coumarin are claimed by use of phosphate, citrate or tartrate buffers (17).

### Fruit Flavors

A number of patents for the preparation of fruit-flavored bricks have been granted to Zenzes (20). These pectinized bricks can be used as a base for jellies, jams, candies, and preserves. A claim is made that these bricks reduce the amount of fruit or flavor required in above preparations. The extraction and isolation of citrus oils have been explained in articles by Lakritz, by (21) Guenther and by Stormont. The preparation of concentrated orange juice and orange powder containing 2 per cent water has been described in two articles in *Industrial and Engineering Chemistry*.

Along with the increased demand for known fruit juices, investigations in the preparation of other juices have resulted. Thus, a formulation of a blended apple and cranberry juice has been described (14) and a recent patent has been granted for the preparation of rhubarb juice. (11) A group of Danish researchers have described methods for the preparation of acid fruit juices of raspberries, cherries, black currants and elderberries (15). The juices could be kept for about a year.

A number of patents have also been granted for the preparation of coffee concentrates (23). The concentrates may be spray-dried or evaporated from a frozen film to produce dry soluble coffee. Of interest in evaporating concentrates has been the granting of a patent for the addition of water soluble salts of polysaccharide oxyacid ethers, such as sodium carboxymethylcellulose, to fruit or vegetable juices and pulps and coffee extracts for retention of flavor during the drying process (9). That this is not an unimportant func-

tion is evidenced by the fact that a patent has been assigned for the recovery of volatile flavors. (8).

Jacobs (6) has produced an interesting series of articles concerning the trace-flavoring materials, flavoring components of root beer formulations, the manufacture of rum flavorings, maple syrup and maple-flavored syrups, and imitation vanilla flavors and gin flavors. A combination of condiments has been patented. The patent claims that the concentrate obtained from organic solvent extraction of ground black pepper an treatment with common salt and caramel coloring gives a product which preserves the flavor of pepper better than a comparable quantity of black pepper. (12)

Stephenson (4) has written a review article on aspects of onion and garlic dehydration. It contains information of interest to those using these products. Another interesting series of articles is found in the symposium on monosodium glutamate of about two years ago. Besides work of immediate benefit to the processor, a number of researches have been connected with fundamental questions. Strausz has discussed the aging of essential oils with attendant chemical and physical precautions. Spices have been used in the preservation of foods. The spice oils have an efficacy frequently higher than many chemical antiseptics and the bergamot, orange and lemon essences have antiseptic powers greater than phenol against a spore-bearing organism. Webb and Tanner (13) mention that spice oils, cinnamon, cloves, allspice, bay leaves, nutmeg and others, because of greater concentration of active principle were more direct in disinfectant action than were whole or ground spices. The spices are effective inhibitors of yeast growth under some conditions.

### New Raw Materials

The raw materials used in flavors and aromatics may afford some interesting sidelights. The isolation of some materials of possible biological significance has been noted. A recent patent has been granted for the isolation of acetylase (7) from citrus peel and Macre and Paris (22) report an essential oil from a French West African plant which the natives used as a diarrhea inhibitor.

Levulinic acid, gamma-ketovaleic acid, is available in large quantities. Coupled with its cheapness, it is an ideal material for re-

search. This has not gone unnoticed, for a coconut flavor has been prepared utilizing a Grignard reagent and ethyl levulinate to yield a substituted valerolactone (24).

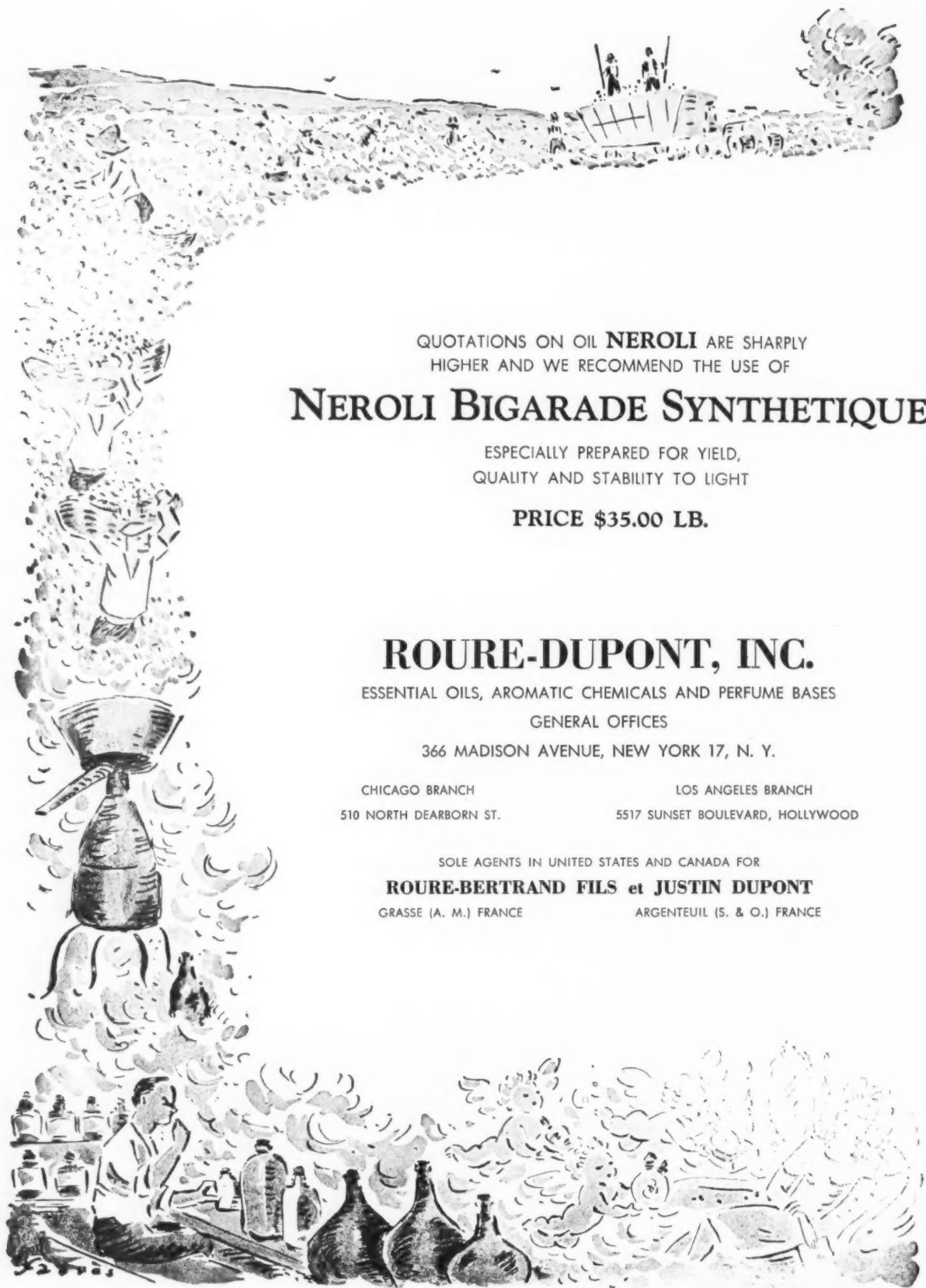
The investigation of unsaturated compounds has produced some favorable results. Allyl alcohol, available from cracked gases from petroleum, has been used to prepare a number of flavor constituents among which, allyl caprylate and allyl cyclohexanepropionate are commercially available. Additional physical constants and organoleptic data of new and old aromatics have been presented by Seldner (25). Newman (5) of Ohio State University has synthesized six octynoic acids and esters thereof for organoleptic tests but these products apparently do not hold great promise. There have also been reviews on products of musk-like odor and on the preparation of aldehydes important in the perfume field.

### An Expanding Field

What does the future hold for flavors and aromatics? It appears to be unlimited. In spite of the devastating results from the last war, the population of the world has increased. This continued rise in the number of people appears to be assured for some years by the improvements in agricultural methods coupled with the progress in chemistry. This has resulted in increased yields from the cultivated land with corresponding ability to support larger populations. That the competition between population growth and food production is an important and realistic problem is shown by the fact that the Germans were interested in yeast growth in their war-time economy and a group of Russian scientists recently published a paper on the utilization of sea algae for food. In addition, other articles in *Chemical and Engineering News* concerning freedom from the plant and the industrialization of photosynthesis have the same underlying thought.

Although these production methods are not necessities yet to us in the Western Hemisphere, there are portions of the earth where food shortages are real. If the nation's growth will require that they produce a portion of their food requirements by the aforementioned methods, a tremendous amount of flavoring agents will be necessary, possibly far beyond that used in present-day manufacture.

(References are on page 53)



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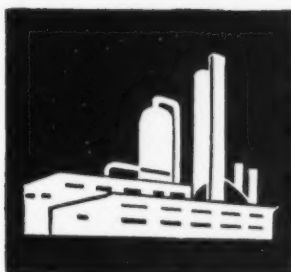
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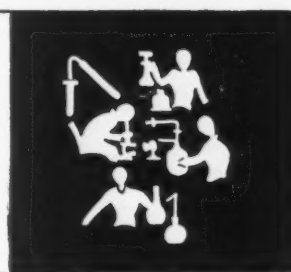
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# Soaps



## Uses of Starch as a Soap Filler

*How it may be employed to advantage in making low priced*

*toilet soaps and shaving creams . . . Lathering properties*

*improved . . . Why it is not desirable in laundry soaps*

PAUL I. SMITH

STARCH has been used as a filler for low priced toilet soaps for a number of years and in Germany, where fat consumption has been cut down to a minimum, considerable impetus has been given to the study of cheap and readily accessible fillers, such as potato starch.

### Soap Not Affected

Hans Nitscke says that up to 15 per cent of starch can be added to the soap without noticeably affecting either appearances or lathering properties. Apparently liquid soap, soap powder and bar soap can be successfully filled with starch up to 20 per cent, although 10 per cent gives the best and safest results. According to Karl Braum, a good curd soap may be made by mixing 80 parts of hot soap stock with 10 parts of industrial starch and 10 parts of a potassium chloride solution of 12-13 deg. Be. E. G. Thomssen says in his *Soap Making Manual* (1922) that the less expensive grades of toilet soap are "very often filled with numerous substances, but most generally by adding starch and talc. The addition of such materials later exhibit themselves by imparting to the cake of soap a dead appearance. Talc is more readily detected in the soap than starch by washing with it, as talc is insoluble and imparts a roughness to the soap . . . Starch is to be preferred to talc, in loading a soap, as it is not so readily noticeable in washing. It leaves the

cake itself absolutely smooth although the lather formed is more shiny. This substance may be employed in as high a percentage as one-third the weight of the soap."

### Lathering Qualities Improved

Apart from the obvious substitution of cheap starch for more expensive fats, it is claimed with some justification that starch improves the lathering properties of soap and leaves the skin smooth after washing. For this reason it is not infrequently added to shaving soaps and creams. A continental formula for a soap powder includes starch.

Potash stearin soap . . . . .	55%
Other soap stock . . . . .	35%
Starch . . . . .	10%

Th. Ruemele, says that beneficial action of starch as a filler can be attributed to the colloidal and gel-forming character of starch. Apparently soap products containing starch should never be superfatted, otherwise the filled soap has a reduced detergent value. If, however, a slight excess of alkali is left in the soap, the starch adsorbs the alkali without reducing its ability to increase detergency. The ability of starch to mask high alkalinity is important, and can on occasion be extremely useful for correcting a soap with an unusually high alkali content. Ruemele claims that starch helps to prevent rancidity, but it should be pointed out that it also tends to discolor white soap and may, in fact, pro-

duce complaints because of the grayish deposit it gives to white bar soap on standing. The discoloration is barely noticeable on gray, mottled or colored soaps.

### Special Industrial Starch

The disadvantages attached to the use of starch in laundry soaps is well summed up by Edmund Walter who says that when these filled soaps are used to make up ordinary laundry wash liquors there is a possibility of reducing compounds being formed owing to the increased temperature and alkalinity of the washing solution. These compounds reduce vat dyes to a soluble form and so weaken the colors of certain dyed materials. He states that the leuco form of indigo is colorless and that of Hydron Blue is yellow. All these colors are restored by oxidation.

Special industrial starch, half soluble starch and soluble starch are available for use by the soap manufacturer. The first named variety is recommended for curd soaps and semi-boiled soap, particularly those containing high proportions of hardened fats which have a rather harsh effect on the skin. The soluble form of starch is specially useful for liquid soaps, also shaving soaps. The safe limit for starch appears to be about 10 per cent for toilet use and even less, 7.5 per cent to 10 per cent, for laundry soaps and powders. There is little if any justification for the addition of starch

to laundry preparations as the increase in detergency is doubtful, and as pointed out there is always a danger of trouble arising. The use of starch in toilet soaps may be warranted because of its smooth effect on the skin and its unique property of neutralizing any harshness due either to free alkali or the natural effect of certain fatty substances.

### White Dyes

ONE of the latest improvements in soaps and detergents is the incorporation of chemical compounds called whitening agents, brighteners or optical bleaches. These brighteners can be classified as dyes, if we define a dye as a compound that is able to affix itself to a textile fabric and influence the apparent colour of that fabric. They may even be called "white dyes."

Fluorescent compounds which are useful as optical bleaches are able to absorb ultra-violet light and to convert it into visible light before it is re-emitted. These compounds must not absorb appreciable amounts of visible light, because by so doing they will impart colour to the fabric and thereby decrease the whiteness.

The greatest research activity has been centred on those optical bleaches which are applicable to cotton, although other textile fibres are now receiving considerable attention. A great variety of optical bleaches have been synthesised in research laboratories, described in the patent literature and offered commercially.

Chemical bleaches such as hypochlorites have been used for a long time by the housewife to improve the whiteness of fabrics, although excessive use will lower the tensile strength of fabrics. Even after the maximum whiteness attainable by this method has been realised, it is still possible to increase the whiteness further by the addition of an optical bleach.

The blue dyes or pigments which are components of the conventional laundry blues produce their whitening effect by neutralising the yellow cast of the fabric. These blue dyes or pigments are usually less efficient than the optical bleaches, because these blueing agents decrease the total reflection of the sample, whereas optical bleaches in addition to neutralising the yellow cast of fabric increase the apparent total reflection, thus having a double whitening action.

Optical bleaches are of especial

interest to the soap manufacturers because they are the most efficient method of bleaching for daylight evaluation and also because they are easily incorporated in the soap or detergent.

There are five main requirements for an optical bleach:

1. It must absorb ultra-violet light, but not absorb appreciable amounts of visual light.
2. It must be applicable to textiles from a water solution.
3. It must be selectively absorbed by the material for which it is intended.
4. It must have a desirable shade of blue fluorescence.
5. It must meet certain fastness requirements, primarily fastness to hypochlorite.

Some of the important colour and application characteristics are strength, shade, build-up, equilibrium exhaustion and levelling properties. In addition to making off-white fabrics look whiter, optical bleaches improve the appearance of blues, violets, purples, pinks and other coloured fabrics that benefit from a reduction of the yellow component. They have a negligible effect on yellows, oranges, reds and browns. (*Dyelines and Bylines*, April, 1950, *Thru. Manufacturing Chemist*)

### Industry News

#### Samuel S. Fels Dies, Headed Soap Firm

Samuel S. Fels, president of the soap company that bears his name died recently at Temple Hospital in Philadelphia at the age of 90. Until his recent illness Mr. Fels reported to work daily at his office in Philadelphia.

Mr. Fels had become one of America's outstanding philanthropists in recent years and has reportedly given away more than \$40,000,000. As an observer and critic of government and American business Mr. Fels proposed what was almost a blueprint of the New Deal's N.R.A. in his book "The Changing World," published in 1933. In 1934 Mr. Fels was one of the first industrialists to inaugurate a five-day week with no reduction in pay and received a commendation from Hugh S. Johnson, the N.R.A. administrator.

Mr. Fels was born in Yanceyville, N.C. in 1860, the son of Lazarus and Susannah Fels. He went to work for the soap company founded by his father and brother

in 1881, and became president when it was incorporated as the Fels-Naphtha Co. in 1914. Mr. Fels introduced naphtha to soap-making, an innovation that was to make his company outstanding in its field and one of the largest in the country. The firm paid an annual bonus to its employees every year since 1901 and although the company's financial operations were always a closely guarded secret it was learned that the lowest 1936 bonus paid amounted to 22½ per cent of the worker's yearly wages, on the one occasion when the information was made public.

#### Fox Elected President of Fels & Co.

Cyril G. Fox has been elected president of Fels & Co., Philadelphia, Pa., manufacturers of soaps and chemicals, according to an announcement by the company on July 5.

#### New Lever Detergent Plant Now in Operation

Completion of a new manufacturing plant at Edgewater, N. J., for the sole production of No-Rinse Surf, a synthetic detergent to take the rinsing out of washday, was announced recently by Lever Brothers Company. The new unit has a capacity of about a quarter of a million packages daily. Complete continuous flow processing facilities, warehousing, and office space are combined in the new building, which has been erected alongside the existing Lever vegetable shortening plant at Edgewater.

#### Soap Producers Report Sales for First Quarter of 1950

Domestic soap sales for the first quarter 1950 increased over fourth quarter of 1949 but were slightly under sales for the first quarter of 1949 according to Roy W. Peet, Manager of the Association of American Soap & Glycerine Producers, Inc. Sales census reports to the Association from 80 manufacturers representing a very substantial portion of the industry's volume show non-liquid soap sales amounting to 586,734,000 pounds through March 31, 1950. Based on only those company reports which make comparisons possible, non-liquid soap sales for the first quarter 1950 were 5.5 percent less than for the first quarter of 1949 but were 21.4 percent above the fourth quarter 1949.

Liquid soap sold during the first

quarter 1950 amounted to 1,225,000 gallons. Comparative reports indicate a 12.6 percent decrease from the fourth quarter 1949 and .2 percent decrease from the first quarter 1949. Sales of synthetic detergents in the first quarter of 1950 as reported by 32 companies totaled 263,874,000 pounds. In the fourth quarter of 1949, 37 companies reported 181,323,000 pounds, and for the first quarter of 1949, 27 manufacturers reported sales totaling 162,211,000 pounds.

### Tests Show Synthetic Detergents Better in Hard Water

New tests on laundering cotton and wool confirm the superiority of synthetic detergents in removing soil from wool and cotton in hard water. The tests, made by the Bureau of Human Nutrition and Home Economics of the Department of Agriculture, showed, however, that soap was a superior cleaning agent for cotton cloth when used in soft water.

In soft water, soap and mild synthetics had about the same dirt removing ability, but heavy-duty synthetics were more effective. The tests covered only soil removing ability and no effort was made to determine shrinkage or change of color and strength.

### Procter & Gamble Sells Products in Wastebaskets

The Procter & Gamble Co. is testing a combination deal in Providence, R.I. offering Dreet, Tide, Duz and three bars of Ivory soap in a wastebasket for \$1.30.

### Shave Cream in Aerosol Container Being Test Marketed

A shaving cream packed in an aerosol container is being marketed in several test areas by Carter Products, Inc., manufacturers of patent medicines. The product will be nationally advertised if the test is successful.

### Fair Traders Plan Lawsuits On Price Cutting

Manufacturers of electric appliances have sent notices to discount houses and department stores that they expect to have fair trade laws obeyed and intend to enforce them through legal action. Proctor Electric Co. began the movement in New York. Other manufacturers are following their lead not only in the appliance industry but in other industries also.

### U.S.D.A. Contracts for Study of Fats and Oils Market

The Production and Marketing Administration of the U.S. Department of Agriculture has announced that a contract has been signed with John W. McCutcheon, a private industrial consultant, to study existing and potential market outlets for domestic agricultural fats and oils. Since the war, consumption of these products has not kept pace with supply. The research is designed to provide additional outlets.

### Pharmacopoeia Revises Glycerine Standards

The U.S. Pharmacopoeia, XIV, to be published shortly, contains revised standards for glycerine, according to the Glycerine Information Service. Reports are that a test for chlorinated compounds is included. It is said that the test consists of refluxing a sample of glycerine with morpholine for three hours and then acidifying it with nitric acid. The turbidity produced when silver nitrate is added is compared with a blank containing a known quantity of hydrochloric acid.

### Small Businesses Should Not Reduce Budgets Says Wexman

The outlook for smaller business during the remaining months of 1950 is bright, but most business will go to the aggressive merchandiser and advertiser, according to Joseph K. Wexman president of the Phoenix Finance Co. and director of a management seminar for smaller business at the University of Chicago.

"Our studies have found," he said, "that the business which is most apt to be successful in today's competitive market is the company which chooses the proper merchandise for its market, and then pursues a planned, aggressive merchandising, advertising and promotion program.

"An important temptation we find today," he continued, "is a tendency to cut down on advertising, publicity and promotion costs. Here the smaller business overlooks the fact that it is almost impossible to sell merchandise—whether on the manufacturing, wholesale or retail level—without advertising and promoting.

"Where general promotion costs are accepted as normal, there seems to be a current tendency to cut budgets and spread the promo-

tion program over a longer period. One company we studied recently spent \$18,000 over a year-and-a-half period to establish a new line. Later the company president conceded that, had he spent \$12,000 over a six-month period, he would have achieved the same goal a year earlier."

### Artificial Flavors

(Continued from page 45)

In perfumery, it was a universally accepted maxim until quite recently that no synthetic perfume designed to imitate the odor of a flower could possibly be perfect unless it contained a suitable proportion of aromatic material extracted from floral sources, preferably, when this was possible, as in many cases it was not, from the flower whose odor it was desired to imitate.

A similar maxim holds good in relation to flavoring essences. Purely synthetic products are not, usually, at all satisfactory.

Hence, it does not seem unreasonable to consider that perfect synthetic reproductions of natural flavors will only be achieved when the exact chemical compositions of the natural flavoring materials have been discovered. It will then become possible to create real synthetic reproductions, rather than merely artificial imitations.—S. Redgrove.

### Foods, Flavors and Aromatics

(Continued from page 47)

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# Hints for Improving Production

*Ultra high frequency sound waves opening up possibilities for improvement in chemical processing . . . Equipment to be shown at Chicago chemical exposition . . . New and improved equipment*

A REMARKABLE new instrument for the production of ultra high frequency sound waves, which opens up many surprising possibilities in industrial processes, will be one of the top exhibits shown for the first time at the Sixth National Chemical Exposition, set for the Coliseum in Chicago September 5 to 9.

After many years of laboratory study, scientists are beginning to realize the low cost and simplicity of using extremely high frequency sound waves in industry wherever time, agitation or heat are involved in any process taking place in liquids.

Laboratory ultrasonic equipment was made available on a commercial basis a year ago. At the Chicago show, the Brush Development Co., will show industrial pilot plant devices for the first time. Its exhibit staff will show specific examples of the startling results to be obtained through ultrasonics.

These include such achievements as instant emulsification of oil and water, stimulation or destruction of bacteria, transformation of crystals, vaporization of liquids, etc.

Essentially, engineers explain, ultrasonics act like a catalyst. For instance, sugar will dissolve slowly in water if left alone, more rapidly if stirred and still more rapidly if stirred and heated. With high frequency sound applications, however, dissolution will occur instantly.

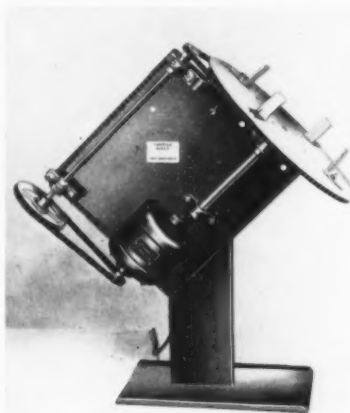
The new development was made possible by application of the pre-war discovery that a new ceramic, barium titanate, will act like quartz crystals in producing sound waves when an electric current is passed through them. Quartz is expensive, but the ceramic is cheap and can be formed into any shape needed. The crystals give off sound

—far too high-pitched to be heard—because they possess the property of expanding when the current is turned on. This is known as the piezo-electric effect and it amounts to conversion of electrical into mechanical energy.

The terrific intensity of the waves produced is indicated by the fact that an alternating current can cause the ceramic material to expand and contract a million times a second. This force, when applied to the molecules of a solution, amounts to moving them a million miles in ten seconds.

## Portable Tumbler Mixer

A new, low cost, portable universal tumbler-mixer that will tumble or mix anything is the way



*For Tumbling Solids or Mixing Liquids*

the Rampe Manufacturing Co. describes its latest machine. According to the makers the mixer is adapted to many uses due to the adjustable turn table clamps that allow standard and odd shaped containers to be used. It holds a 5 gallon pail, a wooden box, a can jug, a stone ball mill, a laboratory

beaker or any shaped container. Regular octagonal tumbling barrels of steel or non metallic materials are furnished as extra equipment. The mixer weighs 80 lbs.

## Bottle Brushing Machine

A bottle brushing and polishing machine designed to remove any dampness or drippings remaining on the bottle from the filling operation has been developed by Mantle & Co. Filled bottles enter the machine in a horizontal position. As the bottles move through the machine they are brushed by two revolving brushes. After the bottles are brushed they are picked up by a turret and turned to a vertical position on the conveyor. About 60 bottles per minute may be brushed and polished it is stated.

## Foil Packet Filler

Laminated foil packets are produced and are filled with liquid products on an automatic machine according to the Kennedy Enterprises. The machine is designed for individual servings, samples and traveler size quantities of hand lotions, tooth paste, liquid soap, etc. Present models of the machine handle sizes ranging from 1/50th of an ounce to two or three ounces per packet.

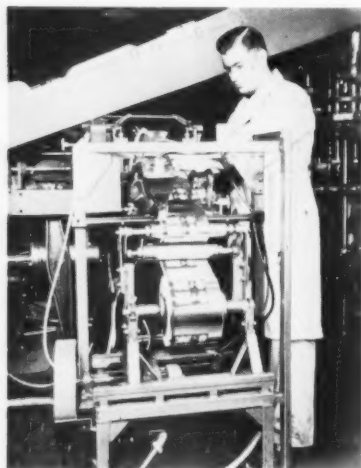
## Straightline Unscrambler

For unscrambling of panelled bottles or almost any type of flat sided unit that must be conveyed in a certain position for proper labelling Island Equipment Corp. offers and improved panelled flash attachment. The attachment is adjustable for many sizes of units it is said and may be placed on any Styl-O-Matic straightline unscrambler now in the field.

### **Collapsible Tubes from Foil**

Thomas Roy Jones, president of ATF Inc., has announced that the firm is entering the packaging field with the introduction of a machine for manufacturing collapsible tubes by a radically new process. The machine produces tubes from foil, laminated or coated on both sides with plastic.

It is claimed that the use of laminated foil and plastics as a ma-



*New Tube Making Machine*

terial for the manufacture of tubes provides these advantages:

1. The layer of plastic which serves as the liner for the finished tube can be varied to meet the exact requirements of the substance or material to be packaged.

2. The plastic layer serving as the exterior of the tube can be printed on the underside, prior to lamination, with an advertising message or identification that is permanently protected against chipping, peeling or flaking.

3. The layers of laminated foil can be double or triple wound in the course of tube manufacture to provide any reasonable required strength.

4. Tubes can be made in virtually any diameter or length desired.

5. Tubes can be manufactured in a single machine.

ATF Inc. is the parent company of five concerns engaged in diversified manufacturing activities. They are American Type Founders, Inc., Elizabeth, and Brooklyn and Mount Vernon, N.Y., manufacturer of type, printing presses and other graphic arts equipment; Daystrom Corp., Olean and Friendship, N.Y., and Balboa Pacific Corp., Fullerton, Calif., both manu-

facturers of tubular steel furniture; Daystrom Laminates, Inc., Daystrom, N.C., producer of hard plywoods; and, Frederick Hart & Co., Poughkeepsie, N.Y., manufacturer of electronic instruments and other precision equipment.

More than a dozen packaging converters and suppliers worked with ATF in developing the printing and laminating processes.

Tubes, produced on the first two models of the ATF machine, have been used to package shaving and pharmaceutical preparations.

The ability to vary the lining of the tubes to meet a wide range of packaging requirements has created considerable interest among food, pharmaceutical and other companies which believe the new product will provide a more convenient device for packaging such items as cream cheese and jelly spreads, peanut butter, mustard, catsup and other condiments, ready-for-use cake icings, beauty aids etc. Testing of the tube with various liners for some of these purposes is now being carried out.

Choice of film for the outer ply the company reports rests on appearance and protection. Degree of the film's transparency is important in printing as it controls effective use of the inks to make an appealing design. At the same time, where and how the tube will be used is equally important, and consideration is given to whether the user will be handling the tube when his hands are wet and soapy, as in the case of shaving preparations, or whether they will be greasy, powdery, etc. Combination of the various foils and films is limited it is stated only by the fact the films must be heat-sealable for the tube-making operation.

### **Dual Purpose Laboratory Bath**

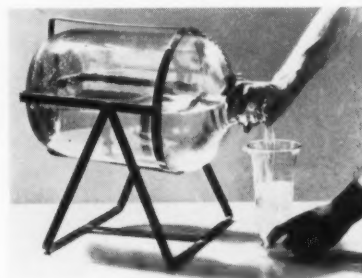
A new dual purpose constant temperature bath has been introduced by the American Instrument Co. Inc. which it is stated can be used as a precisely controlled laboratory bath or for circulating liquid of precisely controlled temperature through external apparatus such as refractometers, polarimeters, viscometers, spectrometers, biological specimen holders etc. The temperature of the bath or the circulating fluid is held constant within plus-minus 0.03 deg. C. at any temperature from 6 deg. C. above ambient to plus 95 deg. C. if water is used and up to 150 deg. C. if oil is used. The liquid capacity of the bath is three gallons.

### **Stainless Tanks**

Tanks of stainless steel and allied metals are to be marketed on a world wide basis by the Stainless Products Corp. which has just been formed. Capacities of the tanks offered range from 30 to 20,000 gal.

### **Tilter for 5 Gallon Bottles**

A safe and easy method of pouring liquids from five gallon bottles into smaller containers is afforded by the GS tilter offered by the Gen-



*Tilter in Use*

eral Scientific Equipment Co. A chain holds the bottle in position when tilted. The cradle is made of steel and the tilter is made to be sold at a moderate cost.

### **Processing Literature**

*How air pumps operate* and where they are used effectively are described and illustrated in Catalog 450 just issued by Leiman Bros. Inc. A section of the catalog deals with air motors which are simply air pumps operating in reverse with compressed air as the power source. The catalog contains performance curves and specification tables on the company's air pumps and accessories.

*The advantages of porous stainless steel filters* are explained by means of easy to read diagrams tables and categorized data in an 8-page booklet issued by the Micro Metallic Corp. A copy will be sent on application.

*The practical way of solvent extraction* is the subject of an 8-page illustrated bulletin which will be sent on request by the Otto H. York Co., Inc. It is the first general publication on the patented York-Scheibel liquid extraction equipment. A description of the equipment is presented, a comparison between fractional liquid extraction and fractional distillation is made and specific liquid-liquid extraction applications in the process industry are listed.

# New Products and Developments

## Jet Atomizer Cap

A new jet atomizer cap to replace sifter tops for powders on metal and fibre cans and glass bottles and jars is offered by the Container Specialty Co. A finger tip squeeze sprays up or



*Jet Cap for Toilet Powders*

down and it is said never squirts or clogs. According to the maker's description it mixes powder and air by a method similar to a carburetor. Perforated baffles feed powder into the mixing chamber and it is stated prevent clogging of the slotted tubes when spraying downward. They also retain powder in the chamber for spraying upward. Plastic tubes and baffles and metal or plastic closures are fitted to rubber bulbs and tips colored to harmonize with the labels. Units are completely assembled ready to apply to the containers by screw thread, seaming on or pressed fit. The low cost, the makers point out, permits use on either refillable or non refillable containers.

## 2,5-Dihydroxy 1,4 Benzoquinone

Pilot plant quantities of the new chemical 2,5 dihydroxy 1,4 benzoquinone referred to as DHQ, are now available from Edwal Laboratories Inc. DHQ forms stable complexes with metal ions some of which are highly colored. The complexes with the lighter metals are soluble; those with heavy metals are in general insoluble. Some of the uses suggested for DHQ and its metallic derivatives are: antioxidant and stabilizer in plastics and oils particularly where deteriora-

tion is catalyzed by traces of metals; organic carrier for heavy metals for pharmaceutical and preservative uses; and synthetic intermediate. Data sheets and working samples are available.

## New Colorful Dealer Helps

A secret process in which kodachromes or any kind of art work may be reproduced on transparent acetate is announced by Lienhard, Rittel & Cie. Perfect register is secured and color reproduces naturally with a splendid light effect it is claimed. The printing is done on flexible acetate sheets and prices are determined by the number of colors, the size and quantities. No lithograph plates are required. After printing the flexible sheets are slipped against window glass or under a glass counter display case. The process is widely used in Europe for advertising on account of the excellent color reproduction it is reported, which the sole American agent, the Mercury Paper Co., states, makes the new process especially interesting to cosmetic manufacturers for preparing dealer helps of a new and striking type. The new process is not a decalcomania.

## Heat Seal Label Paper

A new, instantaneous heat seal label paper, especially designed for permanent adhesion to all types of cellophane, cellulose acetate, glass and paper has been announced by the Mid States Gummed Paper Co.

## Bakelite Polyethylene Bottles

New and varied applications of Bakelite polyethylene are being made in the design of new, non-

breakable atomizer type bottles for dispensing of sun tan lotion and other cosmetics. Such bottles and cosmetic jars bounce off the tile bathroom floor when dropped, can be tinted or colored to match and enhance the contents and are made



*Twist of wrist brings forth cream*

with self dispensing and atomizer heads for easier use. The Bakelite Division, Union Carbide & Carbon Corp. which manufactures the polyethylene is pioneering in developing its use for many potential applications.

## Trade Literature

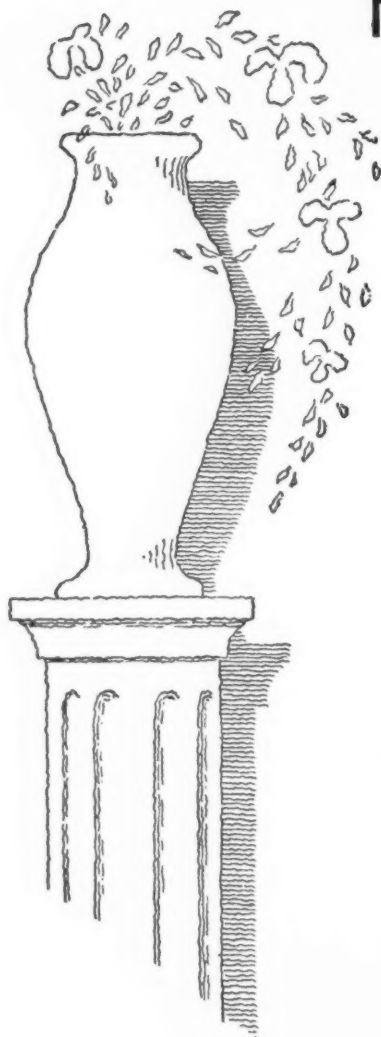
The use of beeswax in modern cosmetic manufacture is treated in a sound, practical way in an 8-page pamphlet issued by Robinson Wagner Co. Inc., 110 E. 42nd St., New York, 17, N.Y. which will be sent to anyone on request. Specifications, chemical composition, beeswax emulsions and useful help and suggestions on cold creams and their manufacture, liquid emulsions and lipsticks with suggestive formulas are included.

Successful can labeling is the subject of a trouble shooting booklet of 24 pages issued by National Adhesives, division of National Starch Products Inc. The major portion of the booklet is devoted to a tabulation of labeling difficulties, their causes and correctives. It discusses spot and overlap labeling methods by hand and by machine for cylindrical, square and oval tins as well as glass and fibre containers. The booklet will be sent on request.



*Spraying cologne from a plastic bottle*

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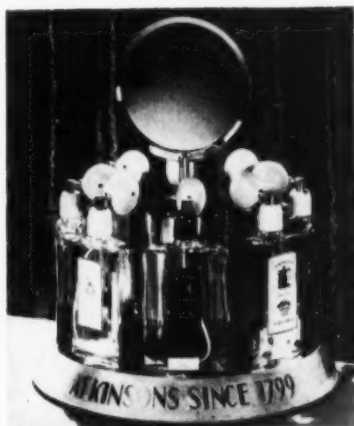
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*Atkinson Fragrance Finder*

*Fragrance Finder* is a rotating holder for sample atomizers of Atkinson colognes, made by Lever Bros. Ltd. of England and imported by Manufacturers Marketing Co. Inc. The decision to use this type of display was based on the fact that perfumes and colognes rate high in impulse buying. The mirror at the top of the display is a very well-planned attention getter, as few women can resist an opportunity to check on whether their make-up is on properly.

Mary Martin, star of "South Pacific" will be appearing in photographs in store windows throughout the country as the feature of Pepsodent Div. of Lever Bros. Co.'s latest promotion for Rayve Home Permanent. According to Charles T. Lipscomb, head of Pepsodent, this marks the first time that testimonial advertising has been used in the home permanent field. Extra discounts for the Rayve displays are given to dealers with cash rebates being made to those who send wholesalers' invoices to Pepsodent, which makes the payments.



New packages of face creams by Elmo Inc., Philadelphia, are an interesting study of modern labelling tendencies. The company has wisely kept copy on the label at a minimum and used a simple design to assure maximum consumer identification of its products.

For the Christmas and gift trade Shulton, Inc. has repackaged a large part of its Friendship's Garden line and has added bath crystals and new fragrances of cologne.

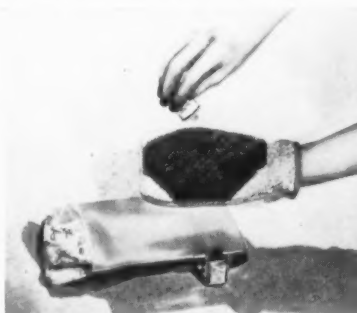
✶ *Essential Oil Review*

## New Packaging and Promotions

Combination packages are offered selling from \$1.00 to \$3.00.

*Solid colognes* in more convenient containers might lead to increased sales. As it is, a woman has to remove the stick from a glass jar and then peel back the foil wrapper before applying the cologne. If the stick were packaged in a lipstick-type container with the usual elevating mechanism at least one step in applying it would be eliminated. The lipstick container would have another advantage in that it is a device that most women are accustomed to.

Wrisley will market a shave lotion with a faucet shaped press dispenser for the Christmas trade. The unit will cost 59 cents for 6 ounces and can be used without being removed from the shelf.



*Friction Mitt*

*After-Bath Friction Mitt* is the newest addition to the Jean Naté line of bathing accessories. Made of white terry cloth with an imported friction material in the palm, the mitt has a pocket beneath the friction material to hold lotion. Packaged in the cellophane envelope with the mitt is a sample bottle of Jean Naté Friction Pour le Bain. The mitt is tax-free and will sell for \$2.75.

*Deodorant powder* called Shakti is being promoted by Coty in combination packages of the powder packed with other Coty products, and selling at the list price of the regular product if bought alone.

For eye care Marie Earle Inc. has recently put out the Marie Earle Eye Kit, containing four different eye preparations as well as an eye cup and dropper. The set sells for \$4.00 plus tax.

Heavy television and Sunday supplement advertising being placed for Colgate-Palmolive-Peet's new Lustre Creme Hair Dressing in an attempt to capture a large share of the \$11,800,000 women's hair dressing market Colgate has brought time on TV's *Calvalcade of Bands* on Tuesdays and *Calvalcade of Stars* on Saturdays.

*Dandruff lotion* in two types, for dry and oily hair, has been added to the Helena Rubinstein line. Each lotion sells for \$1.50 plus tax.

*Lentheric* has added a deodorant ingredient to its bath powder. The new powder is now available in Tweed fragrance and will later be presented in all the Lentheric bath powder odors.

*Spray Sun Tan* lotion is being marketed by Venida (The Rieser Co., Inc., New York). The lotion is packaged in a glass bottle with a spray top which uses a built-in rubber bulb for pressure. The lotion sells for \$1.00 for four ounces.

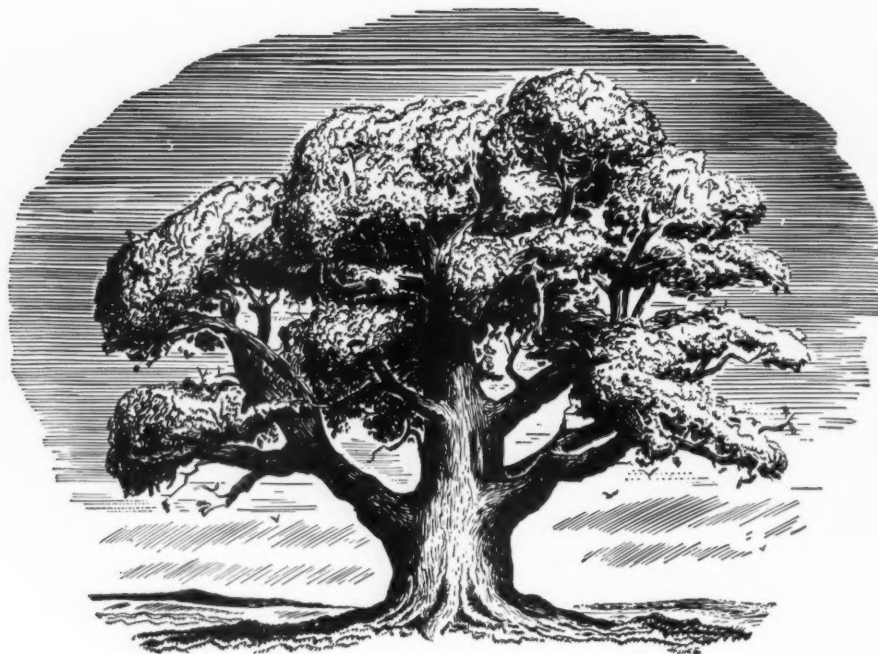
Revlon has added a line of "custom styled" nail polishes to its already wide selection of colors. Selling for \$1.00 each, the enamels are available in such shades as green, chocolate and peach.



*New children's cosmetic line*

*Loop de Leigh*, from the title of a children's song, is the name of a line of children's cosmetics to be promoted in September by Victor Victor, Inc., New York. Among the products are dusting powder, cologne, bubble bath and a castile soap with lanolin, all scented with a light fragrance which has a distinct odor, yet is not overpowering when used too heavily. The cologne and dusting powder are packaged in polyethylene oval bottles. Each item will sell for around a dollar and gift sets will be available.

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## A GREAT OAK . . .

LIKE THE PROVERBIAL OAK, Avon Allied Products, Inc. has its roots deep-down . . . nourished in the basic traditions of our industry. Firmly foundationed on the founder's ideals of integrity, sincerity and craftsmanship, the Company has flourished and matured into the largest manufactory of Private Brand Cosmetics in the world.

Today, Avon Allied's branches extend from coast to coast and into Canada to serve you more efficiently. Yet, its efficiency is never dissipated by over-eager attempts to serve a vast number of clients, lest the results fall short of the Company's purpose: To produce and assemble products built to the highest

standard known to the American cosmetic industry.

When you are considering improving a product or creating a new one, it is good to know these things about Avon Allied. Take advantage of the opportunity to use the superior facilities and knowledge which Avon Allied's technical staff puts at your disposal: Men with a wealth of experience and specialized skills and the most modern scientific equipment that can be bought or developed.

By utilizing Avon Allied's highly specialized service, developed during more than sixty years of successful operation, you too may confidently look forward to the fulfillment of your own long line of "Great Oaks."

# Avon Allied Products INC.

*Makers of the World's Finest Cosmetics • Private Brand Specialists*

**30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.**

**Plant and Laboratories: SUFFERN, N. Y. • PASADENA, CALIFORNIA • MONTREAL, CANADA**

# WASHINGTON PANORAMA



**M**R. Secretary Charles Sawyer, the most down-to-earth member of the cabinet, again has re-reorganized the Department of Commerce. You may depend upon it, if Secretary Sawyer thought it required another reorganization there was a real reason. Since 1941 there have been so many reorganizations of the agency that the correspondents have lost the count. Whether this shake-up will take, permanently, only the clairvoyants can tell. At any rate, the export control activities seem to have been whittled down to a minor responsibility, which is the reason many of the more recent additions to the personnel have been fired. As a rule the meaning of the word fired in relation to an employee of Government is relative. It usually means that a few who have been found undesirable (in the sense that a person may be undesirable in a club) are absolutely removed from the payroll, but that the majority are transferred to another part of the same agency or are absorbed by some other part of Government.

## Shake Up in Department of Commerce Affects Our Industry

This shake-up interests the cosmetic and flavor industries because it inevitably affects those who do the work of worth to its welfare. Here is the new picture: the Office of Domestic Commerce is abolished, and all its activities are transferred to what is now called the Office of Industry and Commerce, and, in all likelihood, in the future will be better known

as the OIC. All the industry and commodity units of the Bureau of Foreign and Domestic Commerce are consolidated in the new Office, but the Bureau of Foreign and Domestic Commerce continues to exist, at least on paper, because it is a creation of Congress and cannot simply be wiped out by a flourish of a secretarial pen. The responsibilities of the Office of International Trade, so far as they had to do with transportation and export controls and communications, are transferred to the new OIC, with a division for Export Control Operations and a division for Export Control Policy and Enforcement. The office of International Trade retains its title but has a number of new functions which are as yet rather vague, like an image that is emerging on a film in the darkroom.

## Personnel in New Re-Organization Indicated

Who will be who in the new arrangement has not yet been made very clear. H. B. McCoy, long known to the people in the industry, is the head of the OIC. Your old friend, Charles C. Concannon, who headed all the activities connected with essential oils, cosmetics, flavors, drugs and pharmaceuticals, as far back as the early '40s, again resumes direction of all these interests. Just what happens to T. W. Delahanty—be sure the fourth letter is an a—is not yet known; but he apparently will have nothing to do with your business. Leonard Weirich, who had charge of your business in the abolished Office of Domestic Commerce, also is abolished. He passes entirely out of the picture. His very pleasant associate, William P. Burke, is transferred to another part of the department as a statis-

by **ARNOLD KRUCKMAN**

tician. It seems safe to assume that the people long identified with your interests in the Department of Commerce, and who know your problems intimately and have your interests loyally at heart, will be found properly placed where they will continue to take care of your needs, after the dust settles. This no doubt will also apply to E. E. Schnellbacher, who has rated high in the hierarchy as Director of Intelligence and Services. One of the most interesting shifts is that of E. Paul Hawk, who was Deputy Director of the Commodities Division, which embraced the sections that functioned in your interest. Hawk has left the Commerce Department entirely, and has joined the ECA. He is stationed in Paris, went over early in June, and expects to remain there for several years.

Secretary Sawyer says the reorganization is consistent with the recommendations of the Hoover Commission, and that it will make "it easier for a businessman to obtain all available information and assistance on a particular commodity or industry from a single, central source."

## Why Basing Point Act Was Passed by Congress

Secretary Sawyer, incidentally, is one of the casualties in the recent action of the President in vetoing the Basing Point Act. The secretary, an astute business man, urged Mr. Truman to make the act law. He felt the validation of the legislation was required in order that business might know exactly what it might do in making prices, including delivery charges. As matters now stand, almost any part of Government, any time, may legally challenge delivered pricing. Mr. Truman alibied his veto by the as-



sertion no law was necessary to permit any single merchandiser to absorb freight, express, or any other delivery charges. He held that so long as there was no collusion in fixing such charges, no combined efforts to stifle competition or to defeat the anti-trust laws, any person or corporation might legally assume the burden of delivery charges and add them safely to the price. The trouble has been that whenever business folk have acted in such commonsense manner at the suggestion of Government officials, in connection with debatable problems, they have frequently found Government agencies do not subsequently seem to feel bound by the precedent or the interpretation established by other parts of the same government. It may be remembered not so long ago some oil companies were advised to perform in a certain manner by the then Secretary of the Interior; but later, another head of the Department of Justice hauled them into court for a violation which consisted of the very act they had been advised was proper and approved by the Interior Secretary. The great majority of business men want the basing point law on the statute books in order to avoid such expensive muddles and conflicts of interpretation.

#### **Pressure Group Behind Basing Point Veto**

The majority of the Senate, regardless of party affiliations, strove to induce the President to sign the Act. But Congressman Wright Patman fronted for a group of so-called Small Business Men who were chiefly leaders of Labor Unions; in his wake came the economists and the academic young smart boys of the Federal Trade Commission, plus Commissioners Meade, Carson and Ayres. These, together with the leaders of the various cooperatives and others, in and out of Government, with a slant in their minds that makes them sympathetic to the current Government of Britain, put on the pressure drive which induced Truman to feel that it is better politics to abolish the basing point act than to have it on the books as a law. There are many who realize the action was purely political, not economic, in its implications; and they wonder if the President may have committed a political blunder. His action has caused much dissatisfaction among his own following.

#### **Demand for Investigation of Federal Trade Commission**

There is no doubt the part played by the Federal Trade Commissioners, and the Federal Trade Commission staff members, has given momentum to the demand in Congress for a thorough investigation of the Federal Trade Commission. Curiously enough, this investigation is to be conducted by the House Select Committee on the Problems of Small Business, which is headed by Congressman Wright Patman. Naturally, under the friendly guidance of Mr. Patman, the investigation would scarcely be strenuous. It is quite likely the recent basing point debacle may prompt the Senators, who put it over, to insist upon a less partial "investigation." There are many who wonder what may happen to Commissioner Lowell Mason, the sole Republican in the commission. Ever since the President unexpectedly took the chairmanship away from him to give it to former Senator James Meade, of New York, there has been a persistent rumor that Mason would be forced to resign. Mason is a personal friend of the President, but the friendship does not seem to have preserved him as chairman. Mason came into the office by the right of rotation. Under the old system each commissioner held the chairmanship for one year. Under the recent reorganization authority given the president—not included in the Hoover Reorganization recommendations—the President appoints the FTC head as a permanent chairman. This means, of course, that the appointee will hold the job as long as the administration holds the White House; and it also means that the Commission, through the chairman, will be under the domination of the President.

#### **No Action on Trade Practice Rules Until Next Year**

Senator Meade, a recent appointee to the Commission, is a pleasant and sincere person. There is no remote doubt he is the President's man. It was Senator Meade, in the Commission, who had charge of the antihistamine investigation. He largely guided the proceedings which caused the manufacturers to stipulate that their advertising claims were misleading. The Senator is keenly interested in the things that are connected with health and physical welfare. It is

very probable he will personally take over the proceedings which have to do with the proposed Toiletries Trade Practice Rules. Incidentally, it seems almost certain nothing will crystallize in connection with these Rules, in the Commission, *until next year.*

#### **Manufacturers Urged to Scrutinize Their Labels**

It is understandable that the antihistamine case does not make the Federal Trade Commission popular with the Food and Drug Administration, which had passed the labels on these remedies, with approval. This matter of labels has come very much to the front since the Supreme Court ruled recently the Food and Drug Administration has full power to seize any products, such as drugs, food, or toiletries, if the Administration thinks the food or cosmetic is misbranded. As the matter now stands, the Food and Drug Administration can seize the shipments of a manufacturer as often as it pleases. It literally can take ALL the manufacturer's questioned product while the manufacturer waits for his case to come up in the Federal court. They tell us here the Food and Drug Administration intends to be much more active in scrutinizing labels and in investigating products. Things people eat and drink, and things they use to improve their appearance, will particularly come under close surveillance. The tip is to carefully analyze those labels, or printed claims. The Food and Drug people have greatly strengthened their position.

#### **Reduction in Excise Taxes Still in Doubt**

Despite many optimistic friends on the Hill, this correspondent is not convinced Congress will pass a law reducing the excise taxes. Senator Lucas, the Democratic leader in the upper House, tells us, without equivocation, that any tax which reaches the floor of the Congress will keep the Congress in session until late winter. It is doubtful whether any leadership could keep the members in Washington after early September. Most of them are compelled to get home to make a fight for their jobs. Speaker Rayburn, on the House side, says there is a strong probability the House will pass a bill; but he is very careful and very emphatic in saying he doubts whether the bill would be satisfactory to the President. You can take this to



mean the House may pass a bill that will expediently put the members in the right stance with the voters, but that they may realize in doing so it will not be passed by the Senate, and certainly will not be approved by the President. No bill which slashes a billion dollars from the tax rolls will be accepted by Truman; and this cut can only be accomplished by doing carpentry work on the excise taxes.

Those best informed, and who are in the responsible positions of being able to speak with authority, will tell you, on one side, that the long delay in writing the bill in the House Ways and Means Committee, and the inability of the committee to find a workable method of replacing the cuts they wish to make simply forecasts the death of any legislation. They think any bill that is reported will be too late to reach the Senate, or its enactment will be so hasty that the President will have no choice but to veto. The other element thinks the Senators will be the tax-legislation saviors. They expect the Senate Finance Committee to have the rabbit up their sleeves which will provide the answer that stumps the House committee, and that Truman will accept their bill. The people on this side of the argument think Congress cannot afford to go home without the enactment of some tax legislation. They point out that some retail stores scattered about in all sections of the country have found sales on excise items to be off over 90 per cent. They find customers have postponed purchases until something happens about the excise taxes. The stores increasingly felt the effect of Truman's message, demanding a balanced tax reduction.

#### **Preliminary Census Figures Will be Available Soon**

Census figures should be available, at least preliminary estimates, by the time the letter for next month's *American Perfumer* is prepared. It is expected the figures will reveal the very important shifts in population which have been the subject of so much discussion the past five or six years. These figures should make a serious difference to advertisers and merchandisers, especially to the merchandisers of your products. The Department of Commerce reports the total amount spent for advertising toilet goods during 1949, in all types of media, including radio, television, magazines,

and newspapers, was \$76,168,873. This was second only to the amount spent for advertising food and food products last year.

Some of the change during the recent years, by States and regions, is presented in a publication issued by the Department of Commerce. Mr. Sawyer suggests it should be very useful to business and industrial planning executives. The book is entitled "Economic Development Atlas . . . Recent Changes in States and Regions." It may be obtained through the 42 Field Offices of the Department of Commerce. It has fourteen schematic maps, with brief narratives and tables. The maps show how the economic gains were distributed in the nine regions of the country, and among the states. It covers population, manufacturing, agricultural operations, and total and per capita income. The book was prepared by Victor Roterus and Sterling March.

They found, with the exception of the Southeast region, all the regions east of the Mississippi River were more highly developed in 1948 than the nation as a whole. New England had three times as many people for each square mile than as did the nation; it had a higher income per person—\$1460 as against \$1319; it was more highly industrialized—137 manufacturing workers per 1000 population, as against the national average of 83; and more business concerns were serving its population than was true for the nation as a whole. Each of the regions West of the Mississippi exceeded the national rate of growth on three counts: population, total income payments, and degree of industrialization. The best showing of all, considering these factors, was made in the East North Central region. Texas and Utah showed the greatest growth of all States; 11 other States, in the Southeast and in the West, showed more favorable trends than the average for the Nation.

#### **All Philippine Imports Now Under Licensing Provisions**

The new Philippine import control law, effective May 19, brought all imports into that country under licensing provisions. Among commodities which may be imported only under quota are toilet preparations which are cut between 80 per cent and 90 per cent from the base period, in 1946, 1947, and 1948. Imports of

spices are cut to 40 per cent of the base period.

The Army recently purchased 62,000 pounds of ground black pepper for \$100,265; at the same time it bought 200,016 pounds of synthetic lemon juice powder for \$123,209. Procurement regulations governing the purchases of the Armed Services have been revised to make the standards uniform for the Army, Navy and Air Force. They may be obtained from the Government Printing Office in Washington. Under the new arrangement one Service buys some things for all.

#### **Production of Synthetic Flavor And Perfume Material**

The United States, according to the U.S. Tariff Commission, in 1949, produced 23,422,900 pounds of all types of synthetic flavor and perfume materials. Sales amounted to 19,887,300 pounds, which brought \$2,718,300, with a unit value of \$1.44. These materials included cyclic, terpenoid, heterocyclic, alicyclic, acyclic products.

"Pepper and Pepper Substitutes," a 35-page compilation of references on the chemical constituents, the chemistry, and synthesis of natural and synthetic peppers and pepper flavorings, surveyed over the past 80 years, from U.S., British, and German sources, may be obtained from the Office of Technical Services, Department of Commerce, at Washington, D.C.

A very scholarly and interesting study on Benzoin, 8-pages, a complete survey covering sources, standards, grades, shipping, production, marketing, issued by Consumers Merchandise Branch of the Department of Commerce, may be obtained by writing to Washington, D.C.

#### **President of Chamber of Commerce or Former Unionist**

It will interest people in all industries to know that the new President of the U.S. Chamber of Commerce, Otto A. Seyferth, was once a laborer and a Union organizer as well as a Union leader. He is probably the first head of the great National business organization who has been an active, driving force in organized Labor. He started out at the age of thirteen as an apprentice to a machinist's helper at the wage of \$4 a week for sixty hours work. He virtually completed his apprenticeship and then became a stone cutter earning 64¢ an hour which was unusual

pay in those days. But when the country went into one of its periodic economic tailspins, there was no sale for stone and no work for the young stonecarver. He found himself without a job but with a wife and baby and a house on which he could not meet his payments. It was then that he became a leader in his Machinists' Union. He became the president of his Local, then became president of the Trades and Labor Council for his region. This led him to become a union organizer on a national scale, which led him into the fringes of the white collar group. To further qualify himself for this group, he took a correspondence course in several things, including elementary and advanced accounting, and economics. During the First World War, he worked himself into a job as production manager. This led him to New York where he went to work for Bonbright & Co., industrial bankers. He became an expert business reorganizer. He is now the sole owner of the West Michigan Foundry Co. which employs five hundred men and turns out a thousand tons a month. He is also president of the Austin Trailer Equipment Co., the Austin Machinery Co., and director of a number of corporations in Michigan and elsewhere. He is trustee of Ripon College. He has a farm in Michigan where he raises things that he gives away. He is particularly interested in flowers, and especially flowers that have fragrances. His present zest is in a laboratory investigation of what makes essential oil. But he says that anything that has to do with his farm is not business. "If I were to sell what I make on my farm," he says, "I'd be making a business of farming. I don't want to make a business of farming. It's my recreation. I am in business enough already."

#### **Reorganization Plan No. 12**

##### **Killed by Senate**

The Senate killed Reorganization Plan No. 12 by a decisive vote of 53 to 30. This preserved the office of General Counsel of National Labor Relations Board. It defeats the President's effort to eliminate General Counsel Denham who has tried to function fairly on behalf of management as well as labor. It is expected the president will initiate other moves to get rid of Denham. The labor

unions hate him. There are other extremely serious labor laws in the making. Labor costs are expected to rise. Federal, state and local taxes are scheduled to be raised. Until election returns are all in, Congress will do practically nothing constructive. It is expected to defeat Reorganization Plan No. 6 as well as all other reorganization plans that may be offered. The word among the senators is that almost any proposal by the president except those dealing with the Korean situation and its attendant difficulties will fail during this session. In place of enacting laws, it is expected the various committees of the House and the Senate will hold spectacular hearings. One House committee is expected to thoroughly explore lobbying, both governmental and nongovernmental. Another committee will make a noisy study of the growth of monopolies, particularly investigating the steel industry and the newsprint industry. These investigations are conducted almost entirely by the liberals. There is a great deal of faith in Washington in the probe that has been launched jointly by Senators Kefauver (D., Tenn.) and McCarthy (R., Wis.). Congress has given them \$150 thousand to do the job. It will be a sweeping inquiry into all phases of crime, particularly as it affects industry and government.

#### **Opportunities in the Philippines and Afghanistan**

The Commercial Attache of the Philippine Embassy in Washington is responsible for the suggestion that there is a considerable promise for the development of the perfume and toiletries industry in the Philippines. The Islands in the Pacific have an extraordinary variety of flora which may be used for the production of essential oils. Some are made in the Philippines at this time. But there appear to be limited facilities for distillation. The Philippine Government, in most instances, invites American citizens to establish industries free of taxation and on the same basis as Philippine nationals. It is quite obvious that the young generation of American-trained businessmen of the Philippines are in the saddle. Anyone who is interested in discussing the potentials and prospects should address the Commercial Attache, Jose Teodoro, Jr., at the Philippine Embassy, 1617 Massa-

chusetts avenue, N.W., Washington, D.C.

According to the Commercial Attache of the Royal Afghanistan Embassy, Mohammed Seddiq, there are similar opportunities for the development of an industry in his country in Asia. Afghanistan lies at an average altitude of seven thousand feet, encircled by Russia, Pakistan and Iran. It is approximately ninety-five percent an agricultural country with a very low labor costs. In the Middle Ages, Afghanistan was known as Khorasan, which gives its name to one of its species of exceedingly fragrant roses, capable of producing a rich essence. It is interesting to know that some of the flowers deemed most useful to produce essential oils grow in the region of the Khyber Pass. This is one of the famous Passes of the world. It has held back the Russians from time immemorial when they attempted to invade India. The people of Afghanistan are of Aryan stock. Mr. Seddiq will tell you there is a profusion of flowers in his Country, many of which grow wild, capable of producing essential oils. He speaks of the jessamine, narcissus, hyacinth, many kinds of roses, various balsams and many other flowers. He emphasizes the fact that perfumes made in Afghanistan itself usually are derived from the great variety of wild flowers. The Government of Afghanistan, a constitutional monarchy, welcomes American skills and American men and women who are technically trained. It is now processing a law to make investment attractive. The Afghanistan Embassy is located at 2001 24th Street, N.Y., Washington, D.C.

#### **Substantial Increases in Pepper From Indonesia This Year**

The Department of Defense recently announced pepper has been removed from the purchase list for the Stockpile. There also has been a modification in Stockpile requirements for coconut oil, palm oil and castor oil. In April the Army purchased 100,000 pounds of ground black pepper from a Brooklyn firm. About the same time word came from the United States of Indonesia that we may expect substantial increases in the volume of pepper we will receive from Asia because of the recent 50 per cent devaluation of the Indonesian guilder. One wonders what the Korean war will do to Indonesian pepper shipments.

## Book Reviews

**THE SALICYLATES.** Martin Gross, M.D. and Leon A. Greenberg, Ph. D. Cloth covers, 380 pages, illustrated. Hillhouse Press. 1948. Price \$6.

This carefully compiled volume reviews all of the fundamental data on every aspect of salicylates as derived from analysis of the pertinent literature in all languages. Much of the data is organized in the 29 tables and 20 illustrative figures. The critical bibliographic review of over 4000 titles is one of the most thorough compilations on a single subject ever undertaken. The review should serve as an excellent reference tool for research workers studying analgesic drugs generally and the salicylates particularly.

**POLISHES.** Dr. J. Davidsohn and A. Davidsohn. Cloth cover, 6x9 in. 173 pages, 6 illustrations. Leonard Hill Ltd. 1949. Price \$3.25

This is the second edition considerably enlarged and modernized of this practical book on the raw materials and manufacture of polishes. The authors are well known to readers of this journal because of their contributions of a scientific nature in past years. In Part One the raw materials for the wax foundation, the solvents and the alkaline raw materials and emulsifying agents are covered adequately and clearly. In Part Two the following are the chapter headings: General Remarks on Manufacture and Apparatus; Shoe Polishes, Floor Polishes, Motor Car Polishes, Furniture Polishes and Metal Polishes; and, Some Simple Analytical Tests. Useful tables and conversion factors and a good index add to the usefulness of this handbook.

**THE FUNDAMENTALS OF DETERGENCY.** William W. Niven, Jr. Cloth covers, 6x9 in., illustrated with tables, photographs and diagrams. Reinhold Publishing Co. 1950. Price \$5.50.

The author is associate research chemist of the Midwest Research Institute and this work which presents a carefully planned and authoritative picture of the principles of detergent action was published under the sponsorship of the American Institute of Laundering.

It covers the theory and practical applications of detergents in a comprehensive and authoritative manner. The author discusses the effects of composition, concentration, temperature and added electrolytes on the nature and properties of aqueous detergent solutions; the fundamental actions which constitute detergency and the role of detergents in aiding these actions; and the means of utilizing the various fundamental detergent actions in laundering which is selected as a typical application.

Those who require a basic knowledge of the factors involved in detergency and who wish to understand the chemical formulation of modern detergents will find the book of much value as its principles may be applied to all fields in which surface tension and its related phenomena play a part.

**MODERN PACKAGING ENCYCLOPEDIA.** Cloth covers, 9 x 11½ in., 931 pages. Packaging Catalog Corp. 1950. Price \$2.

The first chapter of this useful work "Packaging Achievements," reports and analyzes the successful methods used by 81 of the largest manufacturers to solve urgent packaging problems. The case histories cover a wide range of products.

Contributions from 84 authorities on numerous aspects of scientific packaging are an added feature. Other sections provide detailed instructions on the selection of packaging machinery and materials, pretesting of package design, legal requirements, treatment of the outer surface of containers and the effective use of displays, etc.

Manufacturers and suppliers of equipment and material are listed in a 90 page directory.

**THE CLOVE TREE.** G. E. Tidbury. Cloth covers, 6 x 9 in., 24 illustrations, 4 figures, 212 pages. Crosby Lockwood & Son Ltd. 1949. Price \$4.

The author is agricultural officer of the Zanzibar Protectorate and the book is dedicated to His Highness Seyyid Sir Khalifa bin Harub, Sultan of Zanzibar. The volume was written to provide a picture of the clove trade for those who have never visited the spice islands of Africa and also to be of help to those actually growing and handling the spice.

An idea of the contents may be had from the following chapter headings: The Clove Trade, Soils

and Climate, Phytology, Plant Production, Establishment of Clove Plants in the Field, Care of the Mature Plantation, Harvesting and Curing Cloves and Stems, Diseases and Pests of the Clove, Costs of Agricultural Operations of the Clove Crop, Census, Canopy Survey and Valuation, Legislation in Zanzibar and Elsewhere Affecting the Industry, Uses and Products of Cloves. The author has evidently devoted a great deal of study to the subject and has produced an interesting and a valuable book for those interested in the clove industry from any angle.

## The Givaudan Index

It is doubtful if there is anywhere a compilation under one cover of the magnitude on synthetics and isolates of the *Givaudan Index*. The nearest thing to it is the published specifications of the Essential Oil Assn.

The combined "giving" of the Swiss, French and American staffs of Givaudan were required to produce this work. When one scans the pages, this becomes quite evident.

If a suggestion is in order, the inclusion of distillation range among the physical constants would be a boon.

The material is alphabetically arranged, with titles in large bold type at the head of each page, much after the fashion of the U.S.P., followed by French, Spanish and German names, the empirical formula, structural formula, molecular weight and chemical names. These are followed by a description of physical and chemical characteristics including a method of analysis. This data is completed with notes on stability, storage and uses.

Several appendices give analytical methods, perfume groupings of chemicals and miscellaneous data.

There is an inconsistency in the use of abbreviations as on page 279 it is *cc.* and on page 276 it is *cc.*, without the period; it is *mm* on page 313 and *mm.* on page 315; the abbreviation *gm* is used for gram but *mg.* is used for milligram.

The publication of this book commemorates 50 years of the existence of the Givaudan organization and its 25th or silver anniversary in America. There is no more useful way to celebrate such an event. It will be a valuable reference in many libraries for years to come.—M. G. deN.



**SYNTHETIC AROMATIC  
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66 July, 1950

*The American Perfumer*



# THE ROUND TABLE —

## Small Bottles No Longer Require Alcohol Permit Number

According to a recent amendment to the industrial alcohol regulations by the Commissioner of Internal Revenue, containers for alcoholic toilet articles of less than four ounces no longer need to bear the manufacturer's permit number. Also, a special application is no longer needed in order that the manufacturer omit the permit number. The new regulation requires the name and address of the original manufacturer or the basic permit number of the manufacturer on the bottle as well as the name and address of the person or company filling the bottles or for whom the bottles were filled.

## Price Drop in Surfactants Announced in New York

A cut of 13 to 15 per cent in the prices of non ionic surfactants has been announced by the General Aniline & Film Corp.

## Keep Values Up, Joseph Keho Urges Canadian T.G.M.A.

Thomas L. Gosnell, vice-president and managing director of Zonite Products Corp., Ltd., Ste. Therese, Quebec, was elected president of the Toilet Goods Manufacturers' Association at the 22nd annual convention at Bigwin Inn, Ontario, June 17.

Other officers elected were: first vice-president Frank C. Cleary, president of Roy C. Lewis, Ltd., Montreal; honorary treasurer, G. F. Bullock, president of Rexall United Drug Co., Ltd., Toronto; honorary secretary, E. H. Dwyer, sales manager of Palmers, Ltd., Montreal.

Directors appointed from Montreal were G. H. Bourassa, of Coty Canada, Ltd., C. G. Heath of Bristol Myers Co. of Canada, Ltd., and Walter Moros of the Cheesborough Manufacturing Co.

Keynote address of the convention was given by Joseph Keho, president of the U.S. Toilet Goods Association and president of Dorothy Gray, New York. Mr. Keho told the delegates, representative of



Joseph Keho

89 perfume and toilet manufacturers in Canada, "that they should keep values up and strive continuously to improve products."

The convention has been attended by delegates from all over Canada and the United States.

## First 5¢ to \$5 Merchandise Fair in Southwest July 16-18

The first 5¢ to \$5 merchandise fair ever staged in the Southwest will be held in Dallas, Texas July 16-18 under the auspices of the National Association of Variety Stores. Offices of the association are in the Merchandise Mart, Chicago, Ill. The exhibit will last three days and will be held in the Baker hotel.

## Deodorant Bubble Bath Tablets Now Nationally Distributed

Trylon Products Corp., Chicago, Ill. whose deodorant bath tablets have been gaining distribution since January are now being sold nationally. The tablets retail at 29 cents per dozen or 100 for \$1. The company claims that the product is the

## Multiple Seizure Power of FDA Confirmed by Supreme Court

The Supreme Court has ruled that the Food & Drug Administration has the power to make multiple seizures of products labelled in violation of the Food, Drug & Cosmetic Act, regardless of whether or not the products are dangerous to health. This decision (Mytinger & Casselberry, Inc. case) clarifies the seizure provisions of the Act. For adulteration violations, the FDA may make multiple seizures under any circumstances. For misbranding violations, the law provides that multiple seizures may be made: 1. When such misbranding has been the basis of a prior judgment in favor of the United States \* \* \*; 2. When the Administrator has probable cause to believe from facts found, without hearing, by him or any officer or employee of the Agency, that the misbranded article is dangerous to health, or that the labeling of the misbranded article is fraudulent, or would be in a material respect misleading to the injury or damage of the purchaser or consumer.

## New Liquid Antiseptic Detergent Concentrates to Control Bacteria

Two liquid antiseptic detergent concentrates said to be highly effective in the control of fungi and bacteria have been introduced by Piatt & Smillie Chemicals Inc., St. Louis, Mo.

## Packaging Institute to Meet In Hot Springs

Plans for the 18th annual meeting of the Packaging Machinery Mfrs. Institute were announced recently by Edwin H. Schmitz, chairman of the program committee. The meeting will be held September 23 to 26 at the Homestead, Hot Springs, Va. The business meeting and Industry Planning Conference will be scheduled for September 25 and 26.

### N. J. Drug Store Profits on Cosmetics Increase

Profits on toiletries in New Jersey drug stores increased from 3.4 per cent in 1931 to 6.3 per cent this year, according to a survey by the secretary of the state pharmaceutical association. Average net profits of New Jersey drug stores are 5.7 per cent. Of the total volume of business done, drugs, toiletries and sundries account for 44.5 per cent.

### Intermediates Grade of Benzophenone Announced

An intermediates grade of benzophenone has been made available by Kay-Fries Chemicals in order to stimulate the use of this material in commercial chemical syntheses. A perfume grade has been manufactured by the company for a long time. Considerable saving in production costs have been effected by the new intermediates grade, the company states, without sacrificing any of the standards which have been maintained on the chemical properties. A technical data bulletin is available to anyone interested.

### T.G.A. Issues Standard For Dibasic Calcium Phosphate

The Toilet Goods Assn. has issued Standard Number 35 for dibasic calcium phosphate, stabilized, dental grade. The Board of Standards suggests that purchasers of this material use the standard as a minimum specification.

### Some Sales Guarantees Break Insurance Laws

Some forms of advertised guarantees or warranties may violate state insurance laws, the National Better Business Bureau points out in a supplement to "Do's and Don'ts in Advertising Copy."

A person may lawfully warrant the quality of a product and guarantee services agreed to be performed without being licensed to conduct an insurance business, the bureau said. But if the guarantee to indemnify for loss or damage resulting from perils not connected with the quality of goods or services or unrelated to defects therein, a violation of insurance laws has been held to result in some jurisdictions.

"In Ohio, for example, the courts declared a guarantee to indemnify a purchaser of tires against 'all road

hazards' (except fire or theft) . . . to be a contract of insurance.

"In New York it has been held that while a manufacturer could warrant that a watch would work or was of a certain make or fineness, an agreement to replace a loss arising through burglary or robbery constituted doing an insurance business."

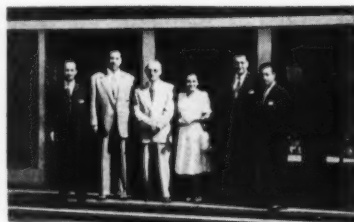
Officials of various states, the bureau added, have made rulings on guarantees of radios and television sets, refrigerators and automobiles.

### Livingston Establishes New Profession—Export Consultant

B. S. Livingston, president of Livingston & Southard Inc., 50 Broadway, New York, N.Y. has recently started what may become a new profession—that of export consultant. As consultant he will advise American manufacturers who desire to inaugurate or increase their export trade. Mr. Livingston, an engineer, has had over 30 years of experience in exports.

### James J. Kerrigan Elected President of Merck & Co.

James J. Kerrigan was recently elected president of Merck & Co., Rahway, N.J. succeeding George W. Merck, who continues as chairman of the board. At the same time, Henry W. Johnstone was named senior vice-president.



Dr. E. G. Klarmann, vice-president in charge of research for Lehn & Fink, Inc., Bloomfield, N.J. and I. Maldonado, general manager of Lehn & Fink for South America, photographed during a visit to Cristallerias Rigolleau, S.A., Buenos Aires, Argentina. Left to Right: Mr. Rondinoni, plant manager; Bartolome Casinelli, general sales manager; Dr. Klarmann; Mrs. I. Maldonado; Carlos Casinelli, director of the art glass division; and Mr. Maldonado. Cristallerias Rigolleau, S.A., is associated with Corning Glass, producing glass containers for foods, drugs and cosmetics. The art glass division produces artistic glassware, some of it of a most intricate design and extraordinary beauty. A reception and luncheon in honor of Dr. Klarmann's visit followed a tour of the factory and showrooms.

### Warner-Hudnut Opens New West Coast Headquarters

Warner-Hudnut recently dedicated its new West Coast headquarters at 2340 Eastern Ave., Los Angeles, Calif. The ceremonies were attended by local and state dignitaries, physicians and retail store executives. Elmer Bobst, president of Warner-Hudnut, and Robert J. Davis, executive vice-president and director came to Los Angeles for the occasion as did Charles A. Pennock, president of Hudnut Sales Co.

### Ed Huisking Retires NBBMA Golf Trophy

E. P. Huisking of Conti Products Corp. won the National Beauty and Barber Mfrs. Assn. golf turnney held June 21 at the Huntington Crescent Club, Huntington, L.I. Mr. Huisking's low score gave him permanent possession of the cup, as he had won the tournament three times in the last four years. The trophy was awarded by Edward J. Breck of John H. Breck, Inc. during his term as president of the NBBMA.

### August Giese & Son Commemorate 80th Anniversary

In commemoration of the 80th anniversary of August Giese & Son, New York, N.Y., Otto E. Giese has published an interesting booklet "Caught and Struggling." In the eight pages of text Otto E. Giese writes in a delicately humorous and satirical vein to show how the new generation is caught by the changing economic picture. The company was founded by the late August Giese who remained active in the business until the twenties when he died beloved by all who had the privilege of knowing him.

### Givaudan Opens Canadian Offices

Offices of Givaudan Canada, Ltd. have been opened at 684 Church St., Toronto, to take care of the increasing demand for Givaudan products in Canada, according to a recent announcement by Givaudan Delawanna, New York. The new offices will be under the management of A. F. Breeze. At the same time Givaudan announced that the expansion of its Canadian facilities necessitates the end of its representation in Canada by Stuart Brothers, Ltd.

### Home Permanent Sales Reach Peak in Summer

Market research studies show that the hot weather months of June, July and August constitute the peak season for home permanent waving, according to a recent statement by R. N. W. Harris, president of the Toni Co. He urged retailer to guard against out-of-stock conditions during this period.

"Retailers are very conscious, of course, of the definite seasonal peaks in the sales of such items as sun glasses and sun tan lotions," Harris said. "But many do not realize that the \$50,000,000 home wave industry has this same pronounced spurt in sales during the summer."

### Box Makers to Hold Convention

The thirty-third annual convention of the National Paper Box Mfrs. Assn. will be held June 3-6, 1951 at Haddon Hall, Atlantic City, N.J. Theme of the meeting will be "A Century of Progress in the Setup Paper Box Industry." The annual meeting of the National Paper Box Supplies Assn. will be held at the same time in Haddon Hall.

### Cosmetic Factory to be Established in South America

A group of Central American business men plans to establish a modern factory for producing and packaging a line of cosmetics and tooth preparations under the name Yvonne's. The plant, to be located in Guatamala, will market the line as well as package private label brands for the domestic trade and for export.

The announcement followed soon after consideration by the Guatemalan Congress of legislation to ban or tax prohibitively imported cosmetics and similar items. Retail sales of toiletries in Guatemala were more than 1¼ million dollars, with 90 per cent of the products being imported from the U.S. It has been estimated that the total cosmetic market in Central America totals more than 20 million dollars annually.

### Cosmetic Credit Men Make Merry at Summer Outing

Setting aside the cares that an ever changing economic situation produces to plague business men, the members of the Drug, Cosmetic

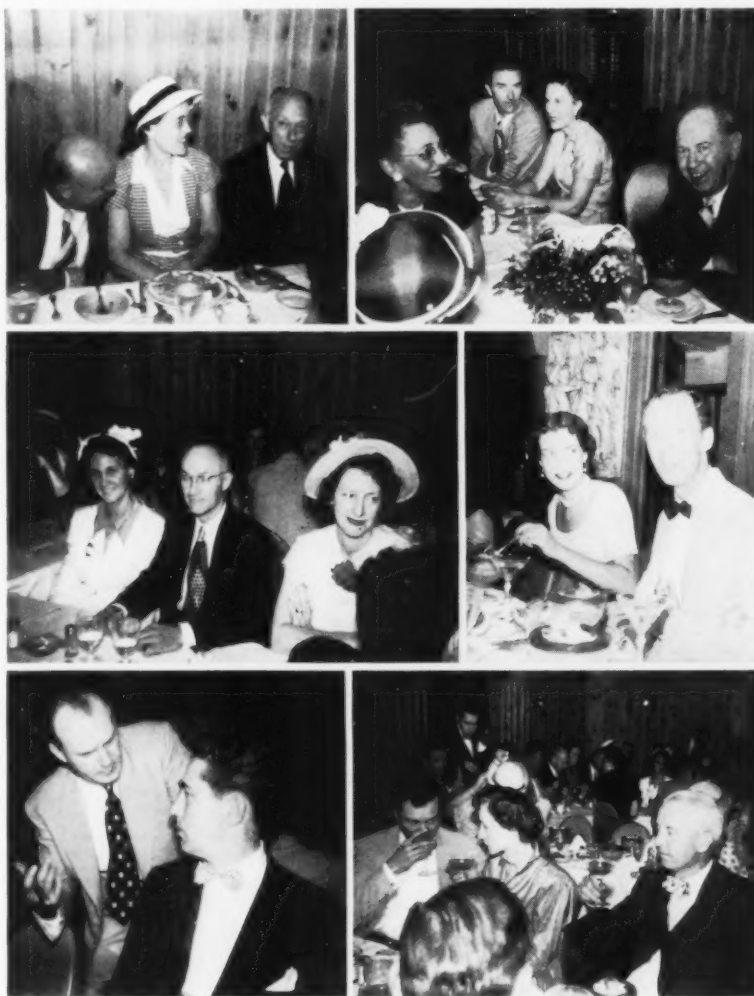
& Chemical Credit Men's Assn. gathered together June 23 in Port Washington for their annual Summer outing.

As usual it proved to be a most delightful time with informal entertainment provided at the home of the popular group secretary, Nat Otte as well as golf for those who like to play; and in the evening the party gathered at the Riviera Club on Long Island Sound where an enjoyable feast was served followed by dancing.

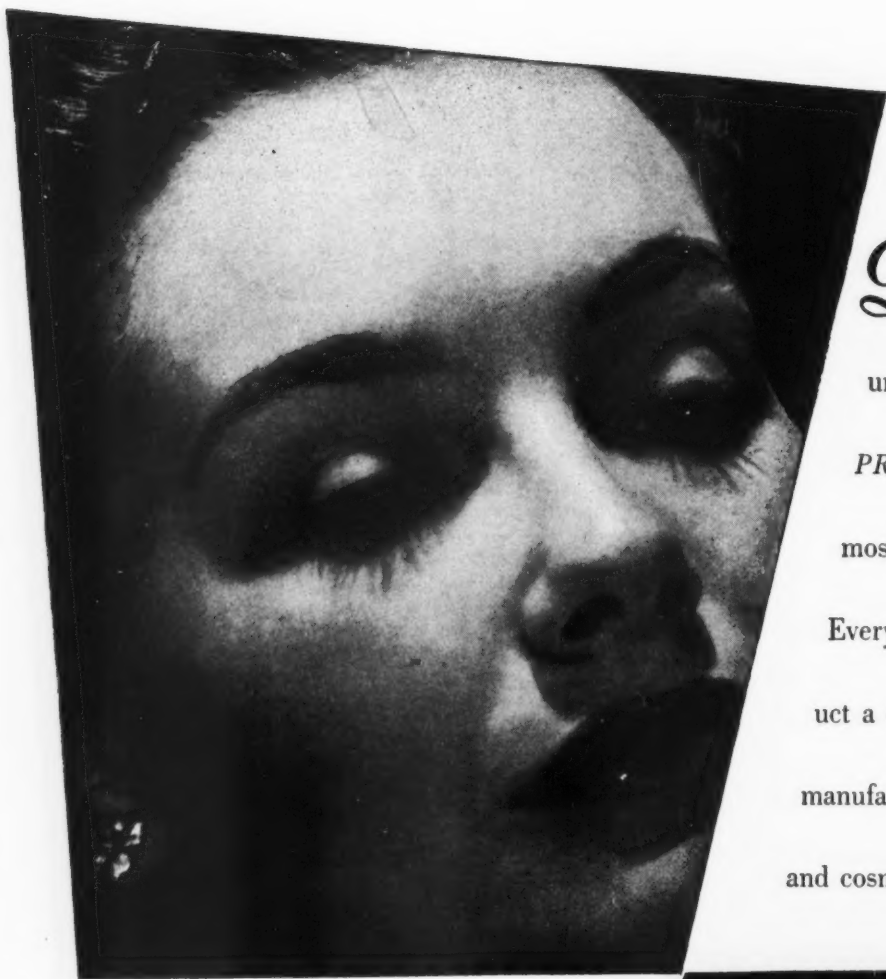
Monthly meetings of the association will be resumed in September.

### Philadelphia College Grants Degrees to 209

Degrees were granted to 209 graduating students at the 209th commencement exercises of the Philadelphia College of Pharmacy and Science recently. President Ivor Griffith presented diplomas to students completing courses majoring in pharmacy, chemistry, bacteriology and biology. The speaker was Dr. Adam H. Fiske, vice-president in charge of research and control at Eli Lilly & Co.



Upper row: Mr. and Mrs. Edgar B. Smith listen attentively to Nat Otte's analysis of the business situation. Mrs. E. P. Utter exchanges pleasantries with Joseph C. Lynch while Mr. and Mrs. Owen Clayton review the day's activities. Middle row: Mr. and Mrs. Gustave A. Wohlfort and Mrs. Wesley E. Foster during the banquet. Robert Otte and his charming guest. Lower row: H. Dunn Jr. and Joseph Doherty inject a serious note in the gay festivities. Herbert Kranich Jr. drinks a toast to Miss Leslie Holden while Herbert Kranich Sr. reflects on the swift passage of the years. The banquet was the wind up of a most enjoyable day spent at the summer home of Mr. and Mrs. Nat Otte in Port Washington, N.Y. Various social activities were enjoyed until evening when the party gathered at the Club Riviera for the banquet and dancing.



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### Place of Candy Technologist in Plant Shown by Association

The American Association of Candy Technologists issued a most interesting pamphlet "The Place of the Candy Technologist in the Candy Plant," copies of which were distributed to members attending the second annual meeting of the association in the Waldorf Astoria New York June 6. The purpose of the pamphlet was to interest every candy manufacturer to get in touch with Lehigh University and other technological institutions where specialized education and training for the candy industry are given so as to engage trained technologists in their organizations. The functions of a candy technologist are explained. Philip P. Gott, president of the National Confectioners Assn. was one of the speakers at the meeting. Much credit for the success of the meeting was due to Hans F. Dresel, secretary, for his conscientious work.

### Career Clinics in Cosmetics at City College Helpful

The career clinics conducted at the City College Midtown Business Center in New York, N.Y. April 25-27 proved to be helpful to men and women interested in working in the wholesaling and retailing of cosmetics and drugs. Questions relating to entering and advancing in the field were answered by experts. Among the advisors who served were: Seymour

B. Jeffries, coordinator of the Retail Drugs, Cosmetics and Toiletries Marketing Unity at the Center; George McMillan of Bristol-Myers Co.; Joseph Rosenwald of Affiliated Drug Stores; Ray Schlotterer, Federal Wholesale Druggists Assn. and Dr. Robert Swain of Drug Topics.

### Cincinnati Association Holds Election

At a recent meeting of the Cincinnati Drug & Chemical Association, the following members were elected for the year beginning July 1: Walter M. Eller, Fritzsche Brothers, Inc. was elected president; Frank D. Nowland, George H. Nowland Co. was elected vice-president; George A. White, Innis, Speiden & Co. was elected secretary; and Lawrence Meiners, Royal treasurer. Also elected to the Board of Trustees were Andrew Lincoln of Wm. S. Merrell Co., the retiring president; Fred Rohel of Amso Solvents & Chemical Co; Paul Miller of Herbert Chemical Co; and Paul Wiemer, Jr., of U.S. Industrial Chemicals, Inc.

### Lambert Pharmacal Co. Introduces Listerine Thrift-Pak

A new thriftpak size for Listerine toothpaste has been test marketed in six cities where the Lambert Pharmacal Co. reports it has doubled sales. The thrift-pak consists of two of the regular 45 cent tubes in a single carton at a 59 cent fair trade minimum.

### Park & Tilford Cosmetics to Remain Subsidiary of Distillers

Park & Tilford, the operating subsidiary of Park & Tilford, Inc. in the toiletry field, will continue as a division of the parent corporation now called Park & Tilford Distillers Corp., according to Arthur D. Schulte, president. The new name was adopted by the stockholders in a special meeting on June 26.

### DeLaire Announces 21 New Specialties Here and Abroad

The deLaire division of Dodge & Olcott Inc. has announced 21 new specialties which have just been introduced here and in Paris, France. Henri L. Robert, director of the division is in Paris for three months directing the deLaire perfume research laboratories to provide a closer liaison between the deLaire technicians and American perfumers. A complete listing of the new specialties is available on request.

### Naarden Finds Seventh Subsidiary Company in London

N. V. Chemische Fabriek Naarden, Naarden, Holland has founded a subsidiary company in London under the name of Naarden London, Ltd. with offices at 55 White Cross St., London, E. C. 1. The company which recently celebrated its 45th anniversary now has seven subsidiaries in various parts of the world.



Lentheric, Inc. gave a banquet June 29th at the closing session of the firm's annual sales convention. Held on the terrace adjoining Lentheric's showrooms in the

Squibb building in New York, the banquet featured the presentation of a diamond studded pin to W. R. Tenney, Sr., Lentheric salesman for the Chicago area. Presi-

dent Charles A. Mooney awarded the pin to Mr. Tenney for 25 years service to the company. All were impressed with the outlook for business in the coming months.

## **British Cosmetics**

### **Freed from Price Control**

British perfumery and toilet goods manufacturers were freed from price control on May 1 by the grace of the Board of Trade. The irony of this situation is the fact that freedom to trade comes after a long spell of high demand and in the middle of a period of decline. Price control in many industries was retained by the Board of Trade long after it had ceased to be of any importance since competition in the home market is now such as to adequately limit any tendency towards excessive pricing assuming, that such were attempted.

In announcing this release, the Board points out that supplies are now ample and that many manufacturers have actually reduced their prices in recent times, thereby influencing towards a complete freedom from price control. Situation now general in Britain is that the public at large is economizing on all buying—even of essentials such as food and clothing. Admitted that cosmetics have still an allure which might tempt a woman to shop, the sheer lack of money limits the present level of buying to amounts far too low for the happiness of most makers. The fact that Purchase Tax still applies is also a big handicap. In effect this is a tax which is paid every time cosmetics are bought and this too assists in keeping prices far too high to allow any large scale expansion of the home demand for cosmetics at the present time.

### **Dr. Oliver Marton of Shulton Lectures to Rochester Chemists**

Before a new toilet preparation is placed on the market, it is given "patch" tests on at least 200 persons, and in addition also receives actual use tests by as many others. In this way, the safety of the preparation for everyday use is assured, Dr. Oliver L. Marton, chief chemist for Shulton Inc., told members of the Rochester Section, American Chemical Society.

Furthermore, Dr. Marton said, the cosmetic chemists now try to avoid, as much as is possible, the substances that have been found to produce allergic reactions in some people.

But concocting the toilet preparation is only part of the cosmetic chemist's job, Dr. Marton ex-

plained, for he then must find a container that will not be affected by it, and a cap for the container that will not corrode, or corrupt the odor of the product.

### **Chicago Cosmetic Chemists Hear Talk on Color Standardization**

The June meeting of the Chicago Chapter of the Society of Cosmetic Chemists featured a speech by Carl F. Jenson, district engineer for the Westinghouse Electric Corp., on the need for better lighting sources as a means of standardization on colors. After the speech W. E. Lieb of the Allen B. Wrisley Co. summarized the various papers read before the Society of Cosmetic Chemists and Toilet Goods Assn. conventions in New York.

### **American Society of Perfumers Honors Sinclair at May meeting**

The first honorary membership in the American Society of Perfumers was conferred on Frazer V. Sinclair at the May meeting of the association in the Hotel Warwick, New York. The presentation of a suitably engraved scroll was presented to Mr. Sinclair by William Dunney Sr. after an appropriate address. The meeting was well attended.

### **Fair Store of Chicago Introduces Its New Cosmetic Preparations**

In a department wide promotion backed by sizeable newspaper advertising the Fair Store, Chicago, recently introduced its new Faircrest hand cream and hand lotion with hexachlorophene. Both were additions to the growing line of private brand toiletries which the big store has been developing for some years. Miss Agnes Nagler, department manager, stated that the Faircrest preparations in jumbo sizes at moderate prices increase sales of nationally advertised items because of the greater traffic from the promotion. More new items in the line are to be added.

### **Fair Trade Laws Cover Only One Sixth of Fixed-Price Sales**

Sales of only five billion dollars of branded products were made under minimum retail price contracts through fair trade laws last year compared to some thirty billion in trade marked goods sold through other forms of stabilized pricing, according to the Bureau of Education on Fair Trade.

### **Harry J. Schlichting Elected President of Spice Trade Assn.**

At the annual meeting of the American Spice Trade Assn. held recently at Shawnee-on-Delaware, Pa., Harry J. Schlichting of B. H. Olds & Co., New York, was elected president of the association. Other officers elected were John J. Frank, Frank Tea & Spice Co., Cincinnati, Ohio and Robert F. Sayia & Co., New York. Ernest H. Winter was re-elected executive secretary.

### **T.G.A. Issues Standard for Sodium Carboxymethylcellulose**

The Toilet Goods Assn. has recently issued Standard Number 34 for sodium carboxymethylcellulose and suggests that all purchasers of the material use this standard as a minimum specification.

### **Morrison-Bergmann Corp. Moves to Empire State Building**

Morrison-Bergmann Corp. is now located in new offices in the Empire State building, New York, N.Y. A. H. Bergmann and J. V. Gartlan are principals in the com-

### **Polak's Frutal Works Moves to Middletown, N. Y.**

The general and executive offices of Polak's Frutal Works have been moved to Middletown, N.Y., following the completion of a new office building at Middletown. The firm's manufacturing facilities were previously moved to the new location.

### **Sofskin Moves to New Jersey**

The Sofskin Co., a subsidiary of the Vick Chemical Co., has moved from Findlay, Ohio to Bloomfield, N.J.

### **French Perfume Annual to Be Published in November**

The publishers of *Parfums et Savons*, the handbook of suppliers of perfume and cosmetic ingredients, have announced that the 1950 issue will be available in November.

### **German Label Firm to Exhibit at Chicago Trade Fair**

Kramp & Co., Offenbach, a.m. Germany, U. S. zone, manufacturers of labels for the perfumery and soap industry will exhibit at the International Fair in Chicago in August.

### Perfume Companies Notify Customs of Tourist Restrictions

The Perfumery Importers Assn. has released the names of companies who have notified the Customs Department that they are to permit only one bottle of each fragrance to be brought to this country in the baggage of returning travelers. Imports of these perfumes are prohibited under Section 526 of the Tariff Act without the expressed consent of the trade mark owner. Companies which have notified Customs authorities are: Caron Corp., Chanel Inc., Parfums Corday, Inc., D'Orsay Sales Co., Ferd Mulhens, Inc., Guerlain, Inc., Houbigant Sales Corp., Lanvin-Parfums, Inc., Lucien Lelong, Inc., Lenthéric, Inc., Les Parfums de Dana, Inc., Millot, Molyneux Perfume Dist., Inc., Nina Ricci, Parfums Giro, Inc., Parfums Marcel Rochas, Jean Patou, Inc., Renoir Parfums, Ltd., Rimmel, Inc., and Parfums Schiaparelli, Inc.

### Plant Science Seminar To Be Held in Boston

The 1950 Plant Science Seminar will be held in Boston, Mass., from August 24 to August 30. Headquarters for the meeting will be in the Commander Hotel in Cambridge, while the center of activities will be Massachusetts College of Pharmacy. The program will include scientific papers and discussions, botanizing trips, and excursions to Harvard University and Arnold Arboretum.

### Boston BIMS Hold First Golf Outing

The BIMS of Boston held their first golf outing of the 1950 season at Woodland Golf Club, Auburn-dale, Mass., recently. A clear day boosted normal attendance and no doubt was conducive to some of the fine scores turned in.

### NBBMA Announces Convention Program

Plans have been completed for an interesting program at the ninth annual convention of the National Beauty and Barber Manufacturers' Assn. to be held at the Hotel Stevens, Chicago, on August 18 and 19, according to Frank Rosendahl, convention chairman. The convention will open with a luncheon session with addresses by outstanding industry

personalities. Following an afternoon business meeting at which new officers will be elected the convention will turn to the lighter side with a cocktail reception and dinner party.

### Amer. Assn. of Candy Technologists Elects Officers

The second annual meeting of the American Assn. of Candy Technologists was held recently in New York, at which officers for the coming year were elected. The new president is G. Lloyd Latten of Chicago, Ill.; first vice president, Lester Bettes, Imperial Candy Co., Seattle Wash.; second vice president, Charles Carilli, Edgar P. Lewis & Sons, Inc., Malden, Mass.; and secretary and treasurer is Hans F. Dresel of the Felton Chemical Co., Philadelphia, Pa.

### Chemical Sales Firm Celebrates 35th Anniversary

Clarence Morgan, Inc., Chicago, Ill., has just completed its 35th year in business. The firm represents Syntomatic Corp. as well as other manufacturers of chemical and allied lines.

### Among Our Friends

GEORGE J. TOMBAK, president of the American Society of Perfumers and chairman of the Aromatic Chemical Committee of the Essential Oil Assn. has been transferred from the New York office of the E. I. duPont de Nemours & Co. fine chemicals division to the Wilmington office as technical advisor on aromatic chemicals.

CHARLES EDWARD CROWLEY JR., son of Charles E. Crowley, president of the Alsop Engineering Corp., Milldale, Conn. has been receiving congratulations from a host of friends for his performance of Sheridan Whiteside in the well known comedy "The Man Who Came to Dinner" which was presented by the Cheshire Academy players of which incidentally he was vice president of the executive staff. Young Mr. Crowley was graduated from the Academy he took part in various student activities. He was a contributor to The Academy Review, was a member of the glee club, the Cheshire Political Union, the Cheshire Academy Press Club and received the silver medal inscribed

with "Second place Interclub Competition Cheshire 1950."

GASTON BASILIERES has been appointed office manager for Eastern Canada by F. Ritter & Co., Los Angeles. He was appointed by



Gaston Basillieres

HAROLD A. IRISH, secretary of the company during Mr. Irish's tour of Canada.

FRANK J. HOGAN will leave July 26 aboard the S.S. DeGrasse for a tour of Europe with his wife. He is Eastern representative for Guerlain, Inc.

JEAN LEGUAY has been appointed sales manager for Parfums Charbert Inc., and Nina Ricci Parfums.

MISS LEE JOHNSON has just been promoted to Supervisor of Retail Sales Personnel for Prince Matchabelli, Inc., New York. She



Miss Lee Johnson

succeeds MISS HELEN THOMPSON, who has resigned to join the merchandising staff of Vogue magazine.

HELENA RUBINSTEIN (Princess Artchil Gourielli) is in Europe visiting France, England, Austria, Germany, Italy and Switzerland. OSCAR KOLIN, vice-president of Helena Rubenstein Inc. will accompany her in her travels.



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ERNEST R. DURRER, executive vice-president of Givaudan-Delawanna, Inc., has begun a two-month business trip to Europe. Mr. Durrer will study new products of the Gi-



*Ernest R. Durrer*

vaudan laboratories in Switzerland and France as well as visit the home office of the company in Geneva to coordinate the international activities of the firm.

JOSEPH KEHO, president of the Toilet Goods Assn. is one of the most colorful figures in the cosmetic industry. He was graduated from the University of Wisconsin with the degree of Ph.G. in 1907. Then he began pre-medical studies with

the thought of becoming a physician like his father and brother, but some cartoons he drew of members of the faculty for the college paper didn't please them and his medical studies were terminated. In 1921 he was western representative for Harriet Hubbard Ayer. Then he was general sales manager and later vice president of Woodworth Inc. In 1928 Woodworth was merged with A. Bourjois & Co. He then joined Helena Rubinstein as general sales manager in New York where he remained for four and a half years. Edward Plaut then made an offer to him to direct Tussy Cosmetics. His work was so successful that he was persuaded to become sales manager of Dorothy Gray Ltd. Soon after, he became vice president and general manager and, in 1941, president. Throughout his career he has been active in association work and has been a member of the executive board of the T. G. A., secretary, vice president and finally since the 1950 meeting, president.

RICHARD LOCKMAN, assistant director of advertising and sales promotion for The Mennen Co. for the past five years, has been appointed advertising manager for Bourjois, Inc., New York.

MAURICE COLA, brother of the late Felix Cola the noted French author of *Le Livre du Parfumeur*, has returned from a ten months trip to all of the countries



*Maurice Cola*

of Latin America on behalf of Roure Bertrand Fils & Justin Dupont, Grasse and Paris, France, for whom he is a consulting chemist. After a brief visit with Roure Dupont Inc., American agents in New York, he left for a visit with relatives in Canada and will return to France about July 1. While in South America all of his traveling was done by airplane. Throughout Latin America business generally was good.

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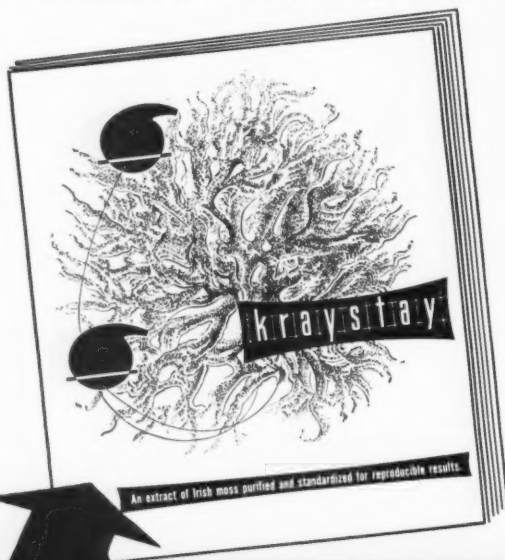
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GEORGE M. ARMOR, McCormick & Co., Baltimore, Md. attended the Shriners convention in Los Angeles. HAROLD LLOYD the noted actor, who is Imperial Potentate, is an intimate friend of Mr. Armor.

JOHN N. CURLETT, president of the Flavoring Extract Manufacturers Assn. is enjoying a vacation trip in Europe.

THOMAS M. BIALLO, manager of Camilli, Albert & Laloue Inc., American branch of Camilli, Albert & Laloue S. A., Grasse, France, has returned from a flying trip to Grasse where he conferred with principals of the parent company.

GERARD J. DANCO has been awarded the "Silver Beaver" award by the National Council of the Boy Scouts of America for outstanding service to youth.

HAROLD J. HENRY has been named vice-president in charge of sales for Commercial Solvents Corp., New York.

MISS LEONORE BUEHLER has joined Jacqueline Cochrane, Inc. and Parfums Charbert, Inc. as assistant to the president in charge

of promotional activities. She was formerly advertising manager of Dorothy Gray.

MRS. ENID EDSON has been appointed director of packaging design for Faberge Perfumes, New



Mrs. Enid Edson

York. Mrs. Edson's first task will be to design the package for a new Faberge perfume which will be released on October 15th.

ROBERT A. RADCLIFFE has been appointed sales manager of the Modern Folding Carton Corp. For the past 14 years he was associated in the New York area with the American Coating Mills.

PHILIP CORTNEY, president of Coty, Inc. and Coty International was featured in the "Look Applauds" page of a recent issue of Look magazine. He was honored for his contributions to international trade and his work in economics.

EDWARD F. MORRISH, technical director of the perfumery division of Firminich & Co., New York, recently from a visit to his company's Paris and London offices and a month's stay at Firminich's branch in Geneva, Switzerland.

THEODORE B. LINDSEY has been appointed mid-west representative for Jean Patou, Inc., New York.

DR. JOSEPH H. BRANT has been appointed director of research for The Toni Co. in Chicago as of July 1. He formerly had the same position with Bates Mfg. Co., Lewiston Maine. Dr. Brant will administer the company's research in the chemistry of the hair and skin.

DOUGLAS J. KING has been appointed assistant to Q. A. BALL, manager of the Professional Products Division of Heyden Chemical Corp., Princeton, N.J.

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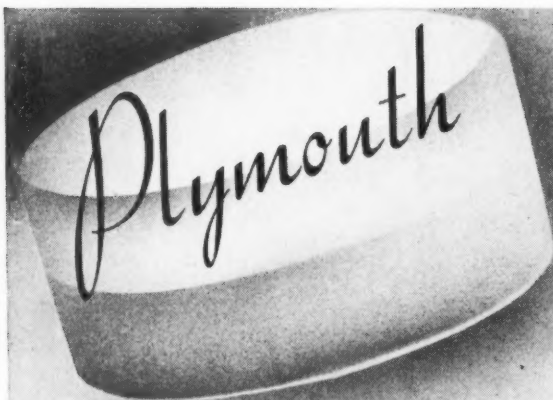
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# Market Report

## Essential Oil Prices Firmer

**F**EWER price movements were recorded in essential oils over the past month but many basic chemicals were featured by considerable strength with some articles registering advances for the first time since the War. Contract prices on a number of tonnage chemicals were automatically advanced on July 1. Included in this group were chlorine, solid forms of caustic soda, silicates, soda ash and caustic and carbonate potash.

Another major price development over the past month was an advance in industrial alcohol prices. The increase amounting to 4 cents a gallon in tankcars and 6 cents for car lots in drums was the third advance to take place in the market since July 1, 1949. It was a year ago when the alcohol market turned firmer following a series of price reductions that started back in October, 1948 carrying the market down from 75 cents a gallon to 24 cents. The latest increase in prices establishes the market for tax free ethyl alcohol in tankcars at 39 cents per gallon.

The six cent a gallon increase in the drum car lot prices for industrial alcohol was attributed to higher costs of handling the containers. Late in the period drum prices on acetone, amyl acetate, butyl alcohol, and butyl acetate were moved up  $\frac{1}{2}$  cent a pound.

### Zinc Oxide Up

Among the metal derivatives, zinc oxide prices moved higher along with copper and nickel salts. The recent advance of three cents a gallon in benzol prices failed to relieve the tight supply position in this basic chemical and there are reports in the trade to the effect that the upward trend may further be extended in an effort to encourage a greater recovery of the material at cokeovens.

Labor disruptions became acute in places where they threatened to aggravate current shortages particularly with respect to chlorine and its compounds as well as po-

tassium and phenolic compounds.

The major reason behind the hardening trend in alcohol was a changing supply situation particularly with respect to synthetic material. A major producer of synthetic material is virtually entirely sold up on its output it was learned.

### Essential Oils Tighter

Essential oils were marked by a further tightening in the supply position in geranium, clove, and sage oils. Tight supply in both varieties of cloves, namely Madagascars and the Zanzibars brought about renewed strength in clove oil. Some local houses continued to advance their selling schedules on geranium oil more or less as a protective measure. Few offerings were coming through from primary sources of supply and spot stocks were reported to be getting down to a dangerously low level.

### Lower Prices for Peppermint

While the coming crop of peppermint oil is likely to bring about a dip in prices, the decline is not expected to be as sharp as it was a year ago. Because of high costs, and the wide use of this oil, there is a growing feeling in the country that peppermint oil should command at least \$6 per pound. Producers will go into another season with little or no carryover of high test oil. Any easiness in spot values between now and the new crop season will, it is believed, be due to a tendency on the part of certain interests to depress the market since the overall position is generally regarded as strong. Spearmint showed a greater degree of strength over the past month, and closing prices were somewhat above those in force at the end of the preceding period under review. In view of a lower Government support price, and a gradual increase in production, gum rosin prices suffered a sharp decline over the past month. For a time Savannah prices dropped to below

the level of the support price of \$4.77 per cwt. So severe was the break that producers in the naval stores belt have been holding a series of meetings to discuss plans to check the downward trend in values.

### Citric Acid Firmer

A steady to firm tone prevailed in citric acid under the influence of a good demand and prospects of a further broadening in activity with the approaching summer. Because of competitive conditions created by low cost foreign material quotations on tartaric acid and cream tartar were reduced. The cream was lowered by  $1\frac{1}{2}$  cents and the acid by 2 cents per pound.

### Menthol Irregular

The trend in menthol proved highly irregular over the first month. After gradually working to \$12.25 per pound, the market turned easier in the face of unexpected offerings from China at more favorable prices. At the close local houses seemed willing to shade spot prices ranging from \$11.85 to \$12 per pound. Demand for menthol is usually quiet during the spring and summer months and this year is not expected to prove any exception to the rule. For a time, the limited offerings and high prices quoted from Brazil served to have a decidedly strong influence upon this market. Offerings from China, however, nearly doubled in quantity and were accompanied by more favorable prices.

### Glycerin Unchanged

No changes were noted in glycerin prices. Underlying conditions were reported as very firm due to the recent falling off in receipts of foreign crude and continued heavy domestic shipments of refined material. In the early part of this year fairly substantial quantities of crude material had been coming into this market from the Argentine and Russia.

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Angelica Root .....	135.00@	190.00
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Bois de Rose .....	3.50@	3.85
Cade, U. S. P. ....	.40@	.60
Cajuput U. S. P. ....	2.25@	2.50
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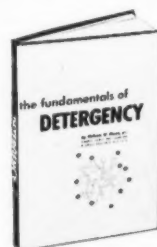
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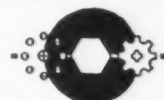
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## CAMILLI, ALBERT & LALOUE, S.A.

**Grasse, France**

**Established 1830**



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**MOUSSE D'ARBRE** Colorless

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